YouTube Ads

Google Ads → YouTube Ads

To create YouTube Ads, you will need to create a Google Ads account with the Gmail email address that you used to create your YouTube channel.

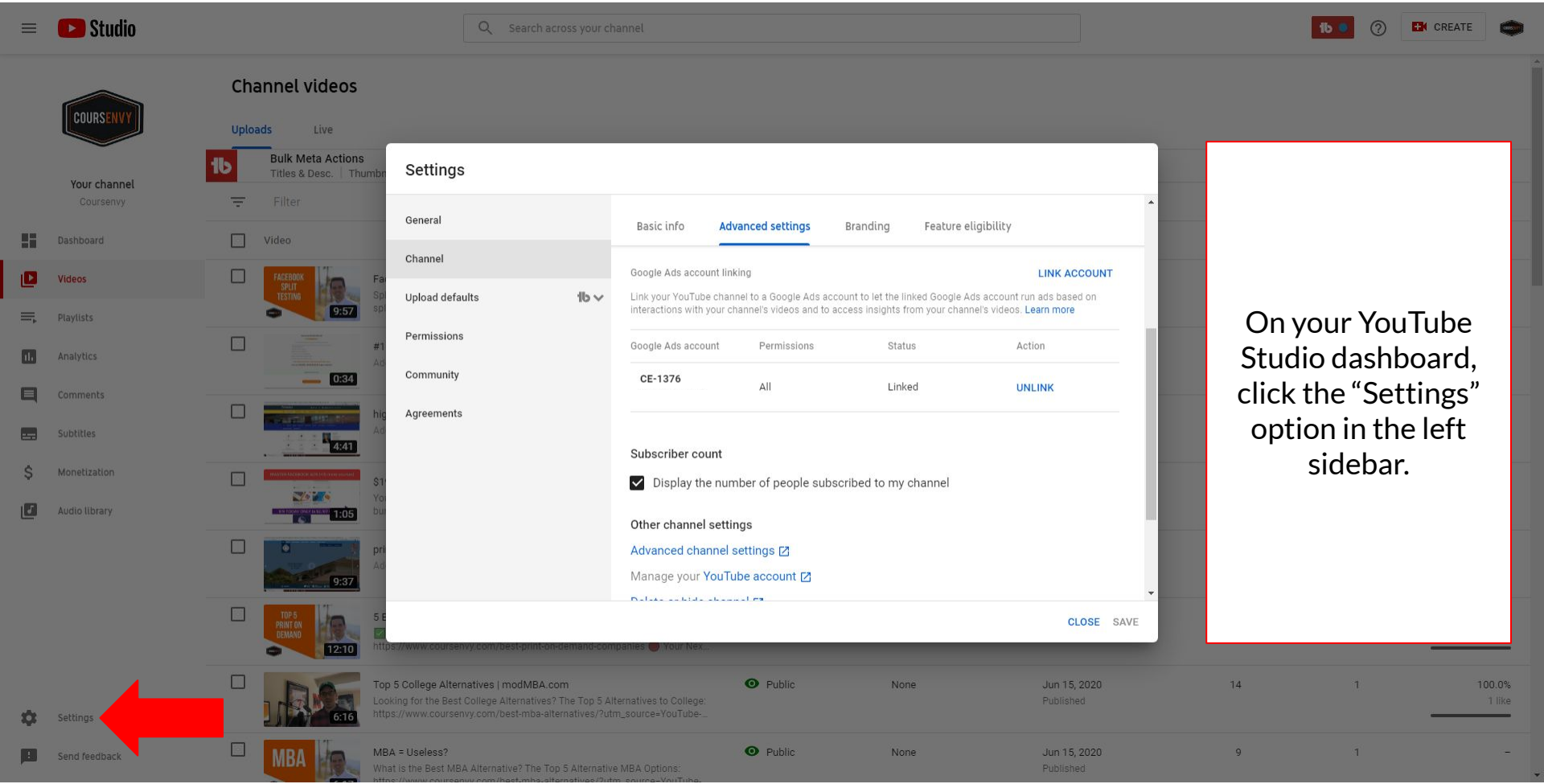
Follow the prompts to create your Google Ads account at:

ads.google.com

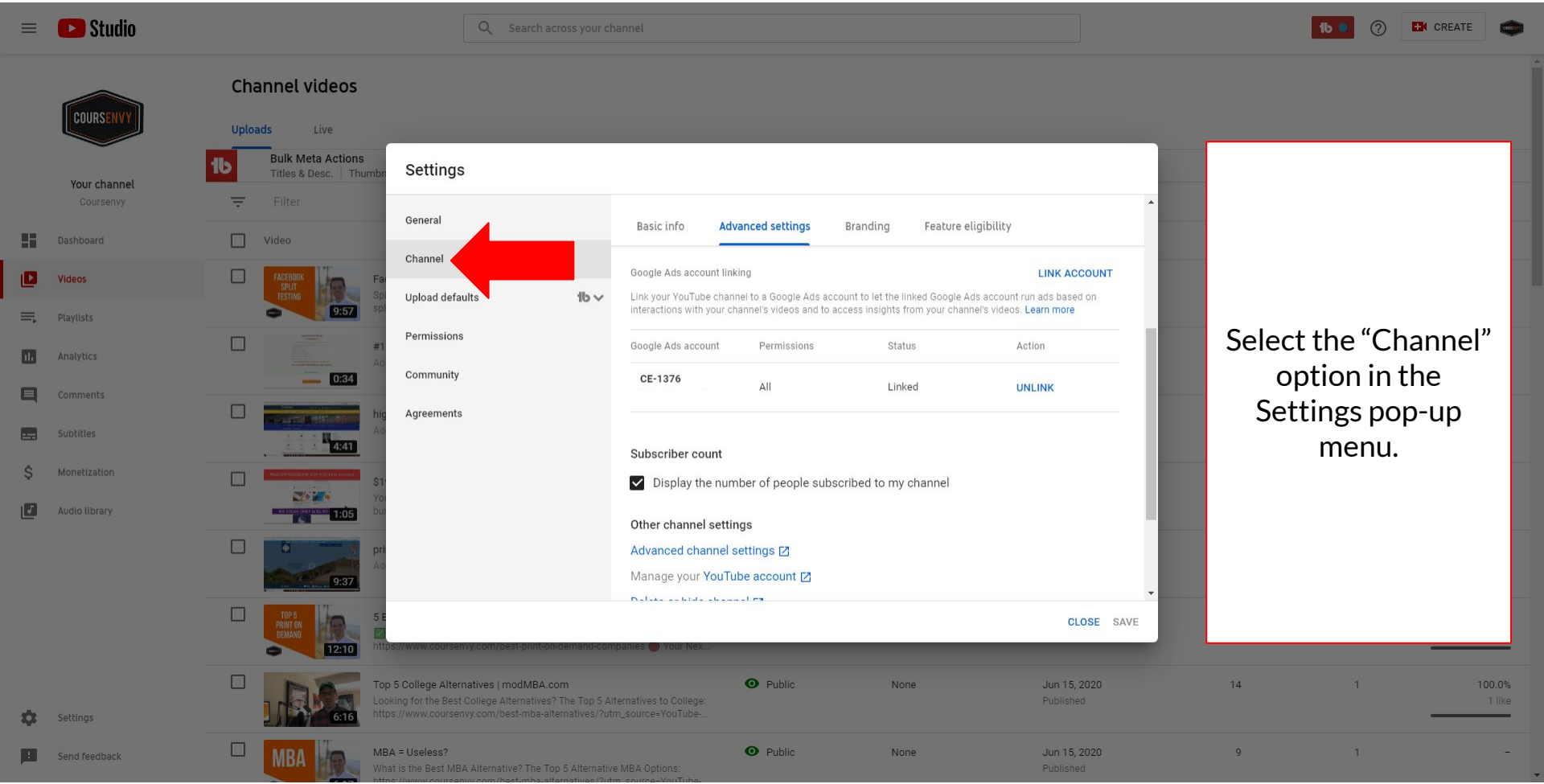
Linking YouTube to Google Ads

- Once you have created your Google Ads account and added a payment method, next you need to LINK your YouTube account with your Google Ads account.

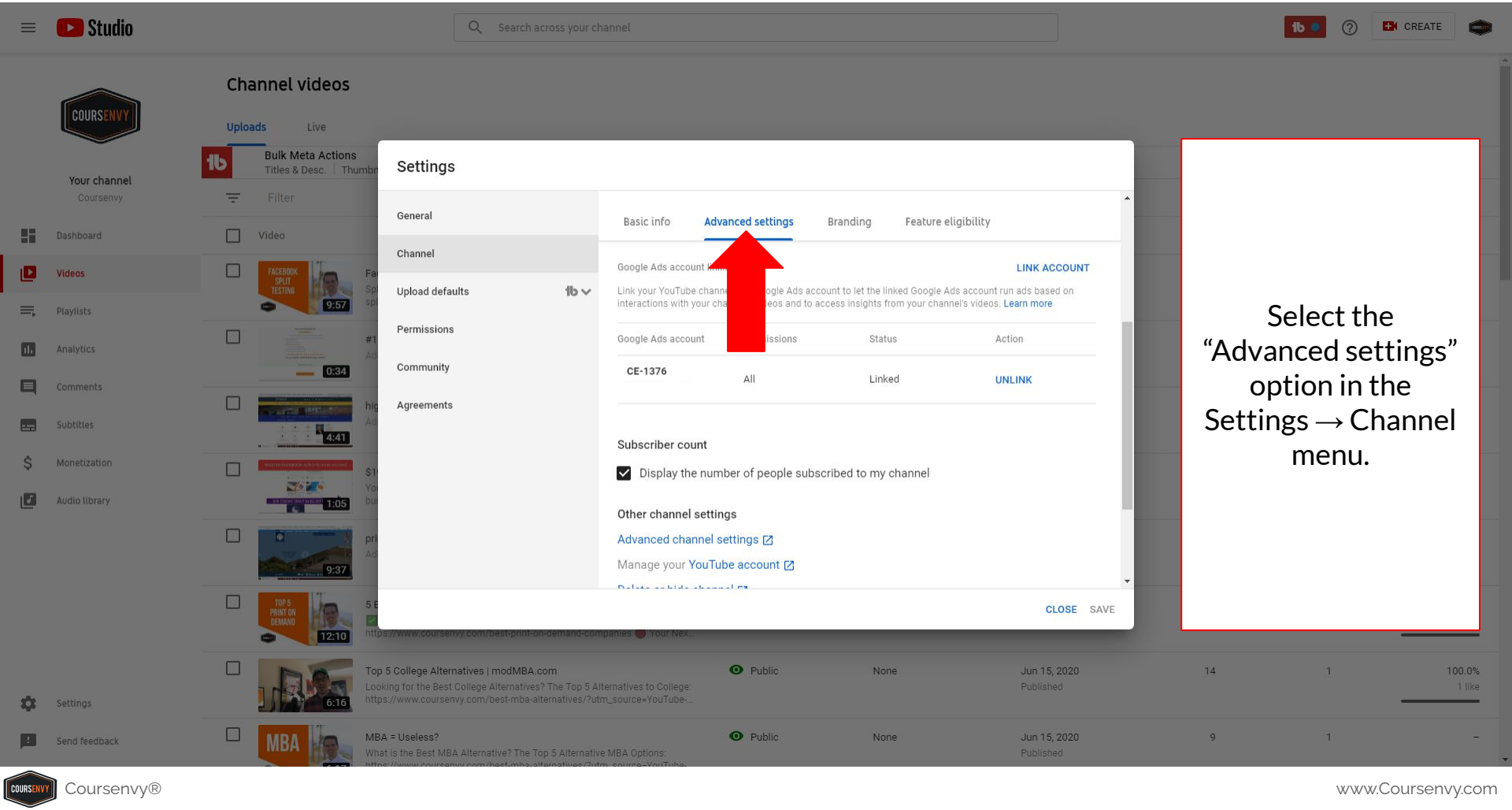
- Navigate to your YouTube Studio dashboard: https://studio.youtube.com



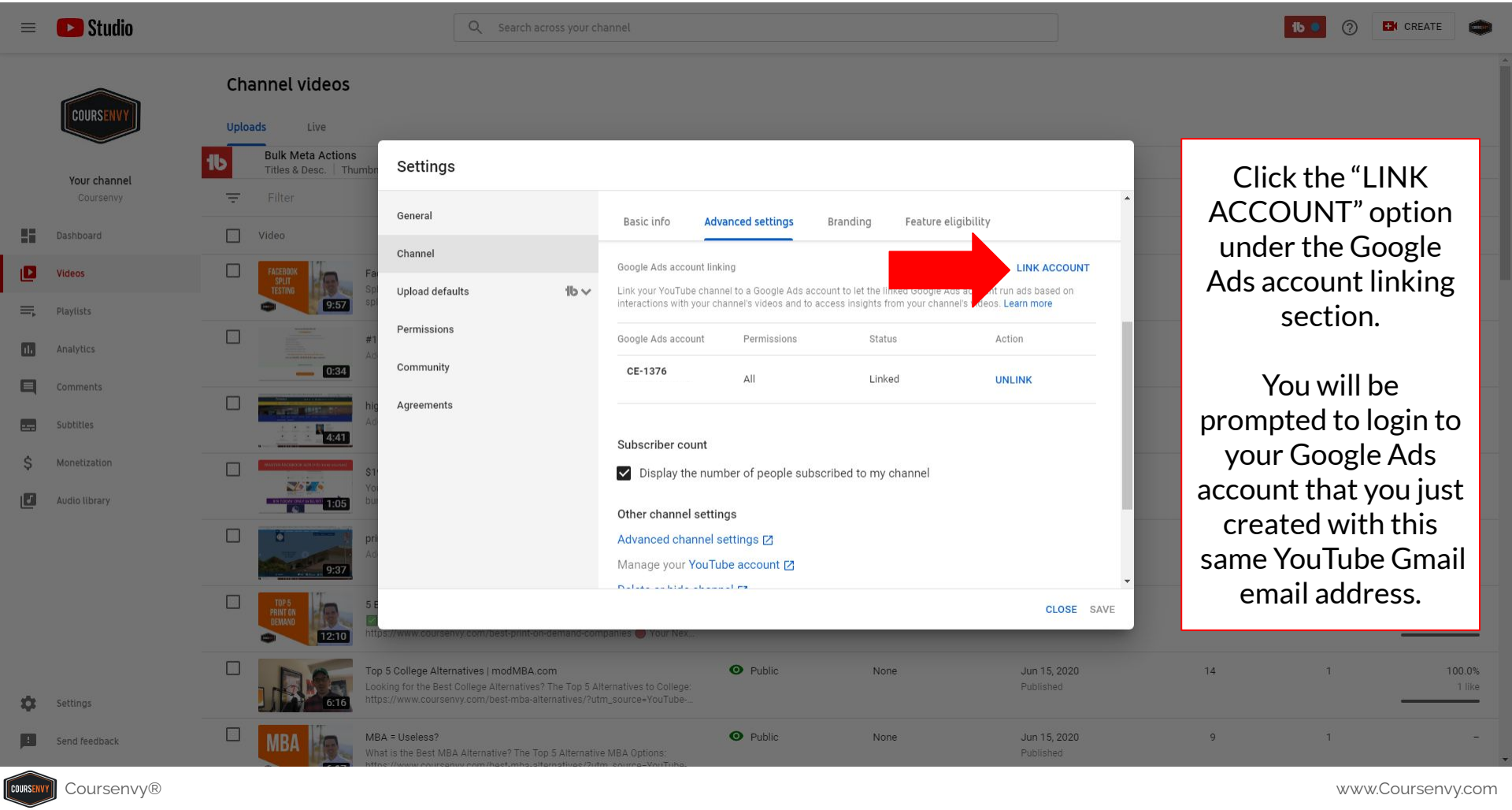
On your YouTube Studio dashboard, click the “Settings” option in the left sidebar.



Select the “Channel” option in the Settings pop-up menu.



Select the “Advanced settings” option in the Settings → Channel menu.

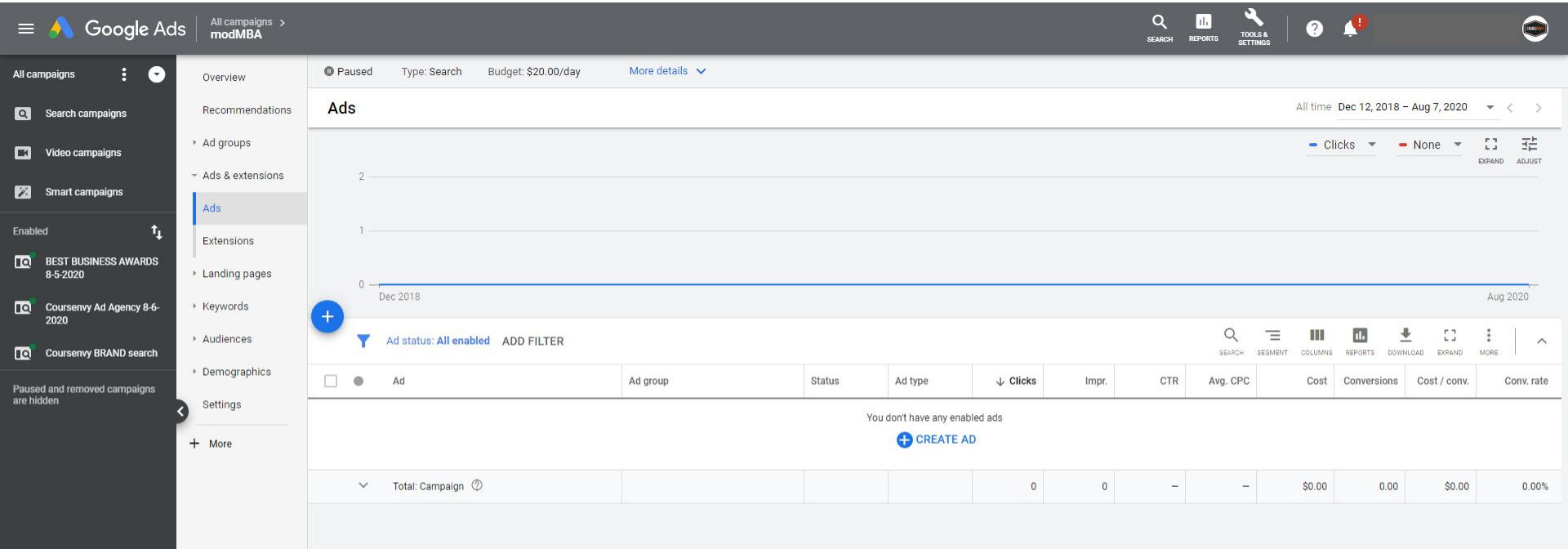


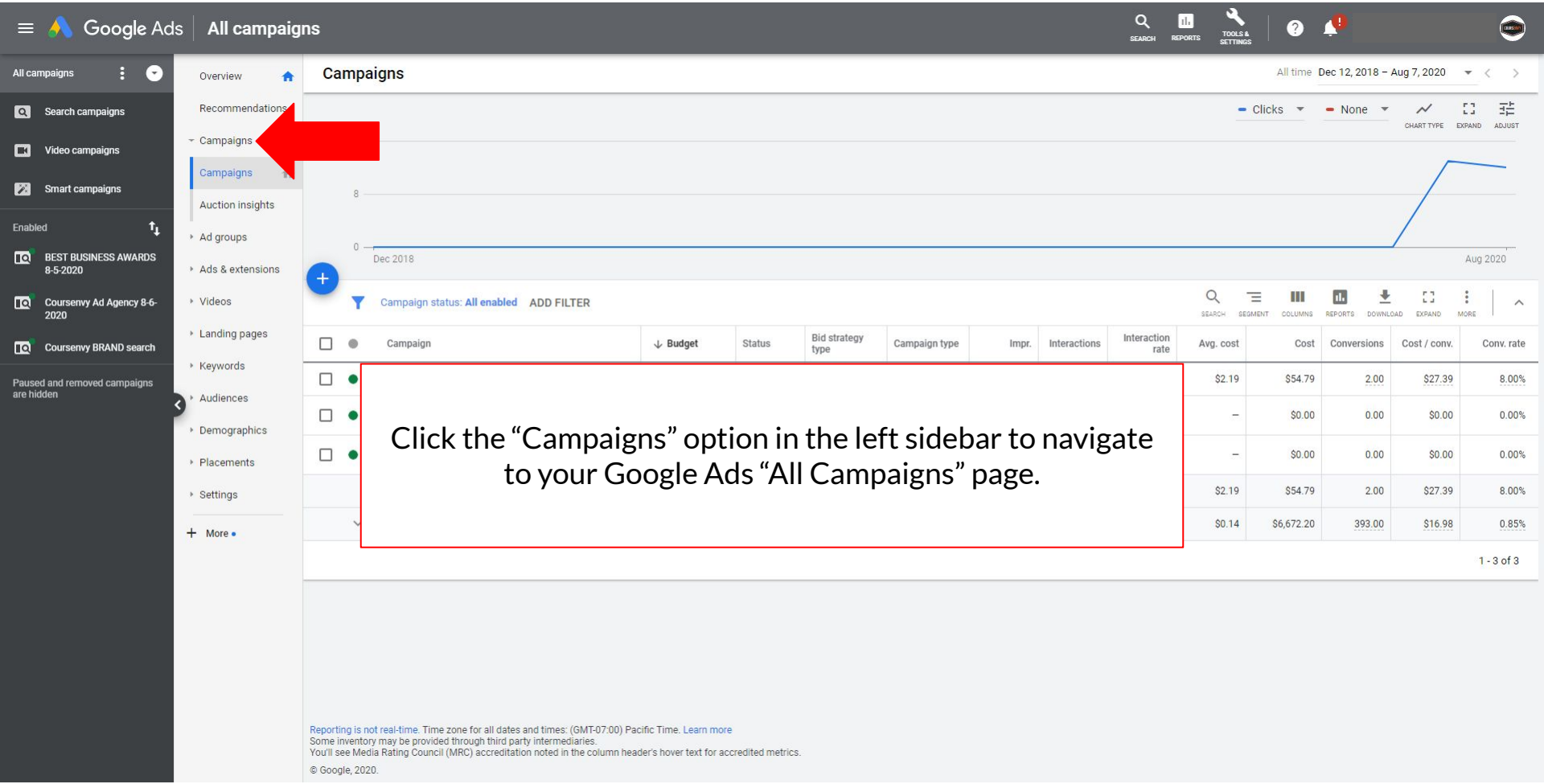
Click the “LINK ACCOUNT” option under the Google Ads account linking section.

You will be prompted to login to your Google Ads account that you just created with this same YouTube Gmail email address.

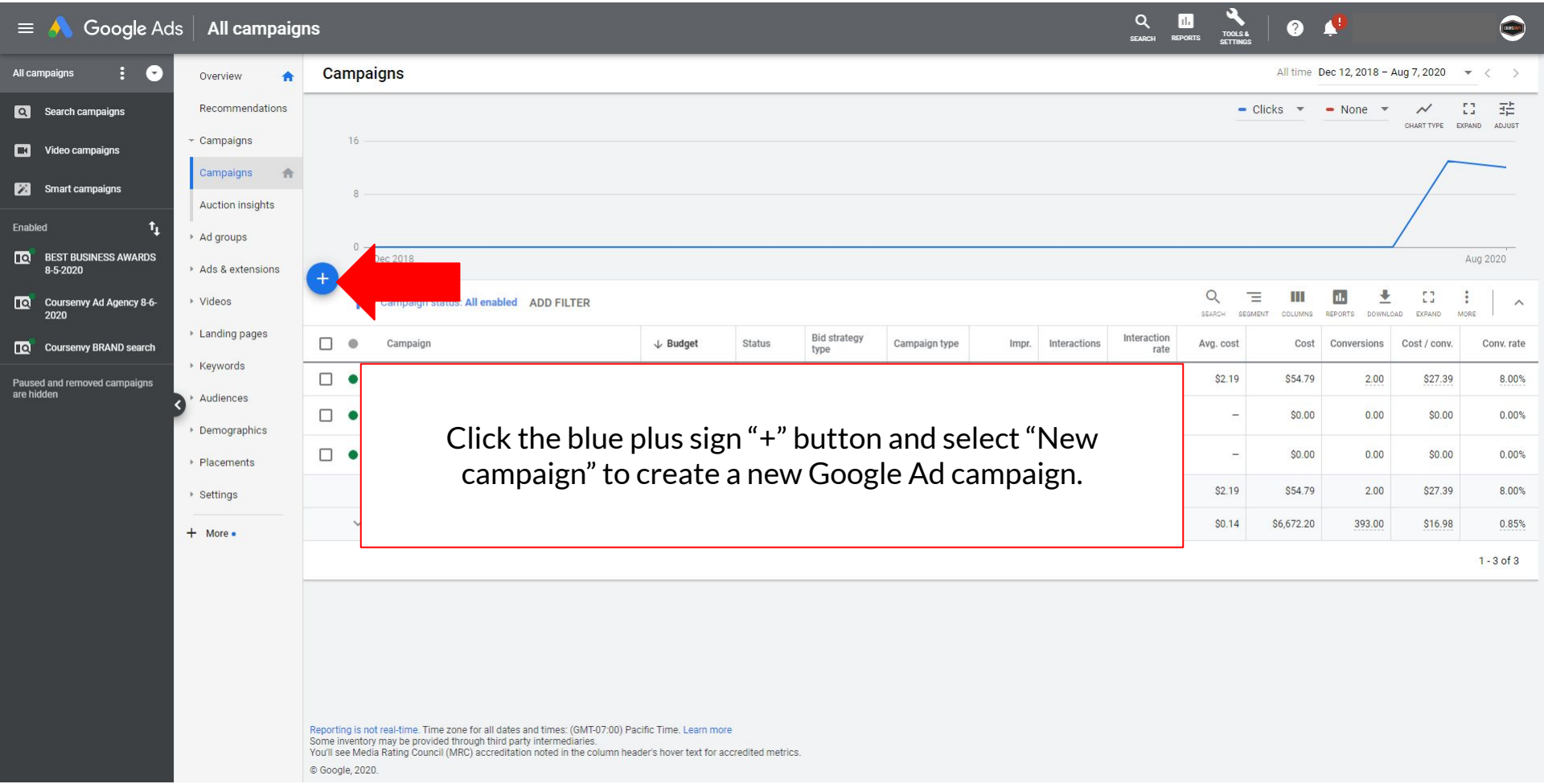
Create a YouTube Ad

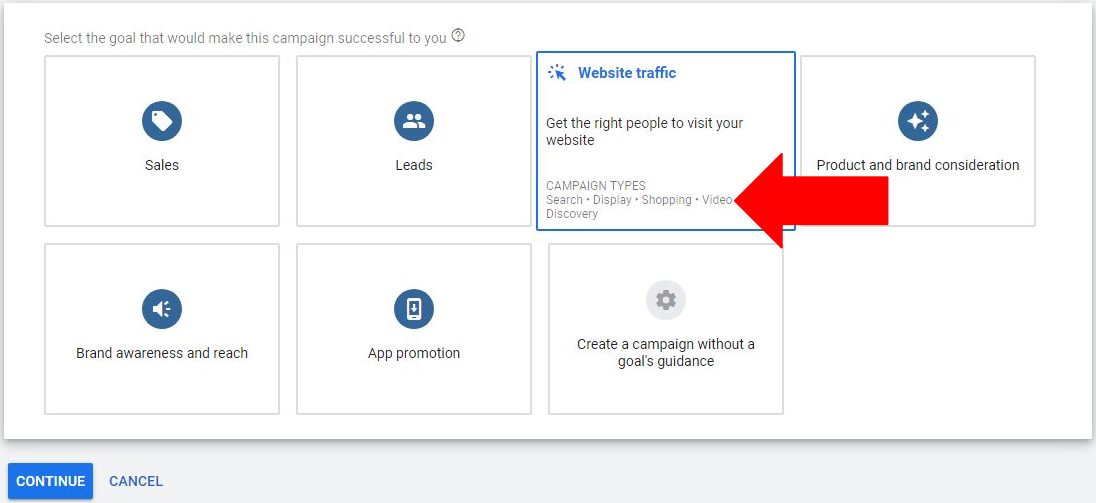
- Create your first YouTube ad via your Google Ads account at: https://ads.google.com





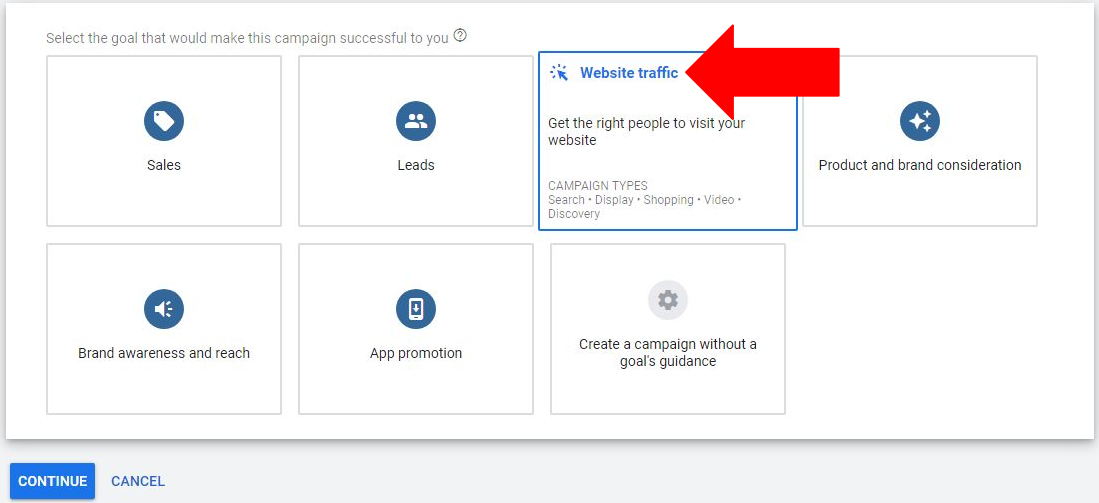
Click the “Campaigns” option in the left sidebar to navigate to your Google Ads “All Campaigns” page.


Google Ads
All campaigns
SEARCH
REPORTS
TOOLS & SETTINGS
All campaigns
Search campaigns
Video campaigns
Smart campaigns
Enabled
BEST BUSINESS AWARDS 8-5-2020
Coursenvy Ad Agency 8-6-2020
Coursenvy BRAND search
Paused and removed campaigns are hidden
Overview
Recommendations
Campaigns
Campaigns
Auction insights
Ad groups
Ads & extensions
Videos
Landing pages
Keywords
Audiences
Demographics
Placements
Settings
More
Campaigns
All time
Dec 12, 2018 – Aug 7, 2020
Clicks
None
CHART TYPE
EXPAND
ADJUST
16
8
0
Dec 2018
Aug 2020
Campaign status: All enabled
ADD FILTER
SEARCH
SEGMENT
COLUMNS
REPORTS
DOWNLOAD
EXPAND
MORE
Campaign
Budget
Status
Bid strategy type
Campaign type
Impr.
Interactions
Interaction rate
Avg. cost
Cost
Conversions
Cost / conv.
Conv. rate
$2.19
$54.79
2.00
$27.39
8.00%
–
$0.00
0.00
$0.00
0.00%
–
$0.00
0.00
$0.00
0.00%
$2.19
$54.79
2.00
$27.39
8.00%
$0.14
$6,672.20
393.00
$16.98
0.85%
1 - 3 of 3
Click the blue plus sign “+” button and select “New campaign” to create a new Google Ad campaign.
Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2020.



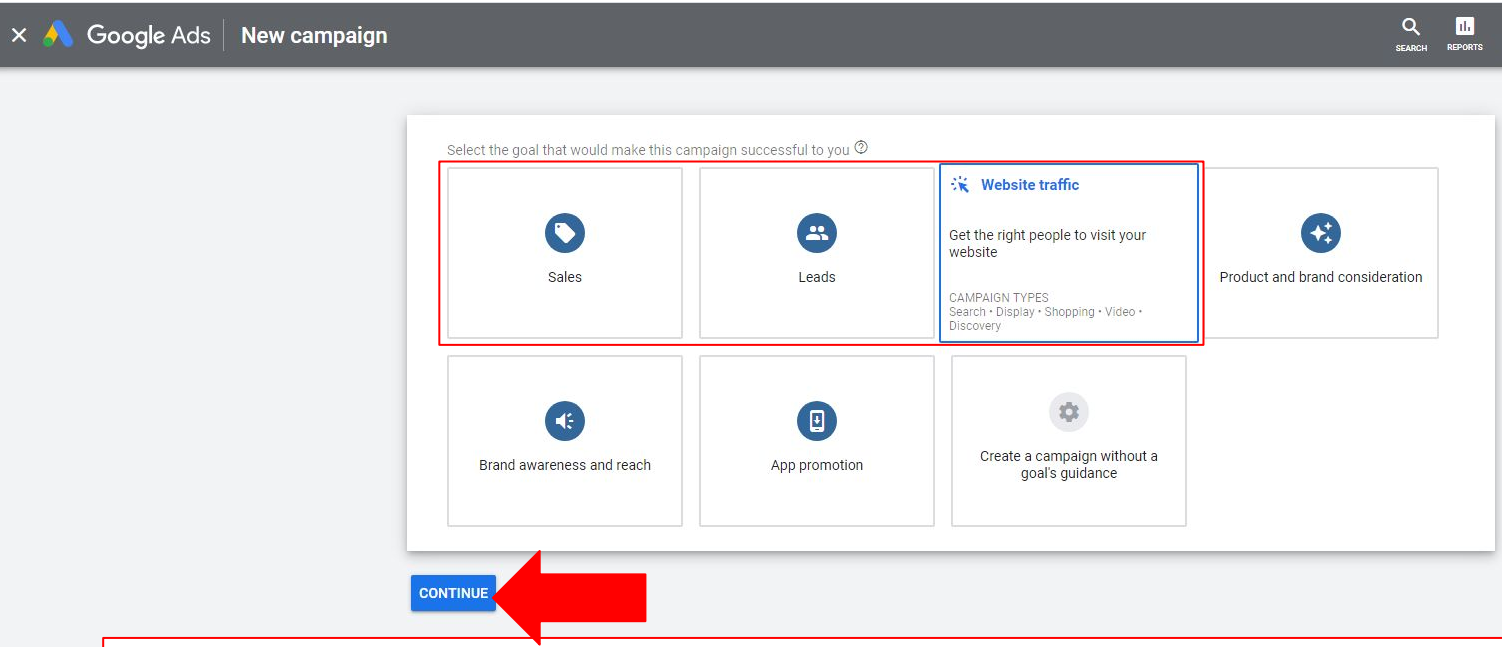
Select the GOAL for your campaign.

Move your cursor over each goal to see which CAMPAIGN TYPES are supported for each. For this example, we are creating a “Video” campaign. Our goal is to drive people to our website from YouTube.



We like to get people to visit our website via YouTube ads. YouTube ads are great TOP OF FUNNEL ads for introducing people to your brand and providing value/building trust. I will drive people to a FREE value packed landing page where the user can submit their email address for XYZ value proposition (i.e. free course, eBook, etc.)

Learn more in our free Landing Pages blog post: https://www.coursenvy.com/landing-pages

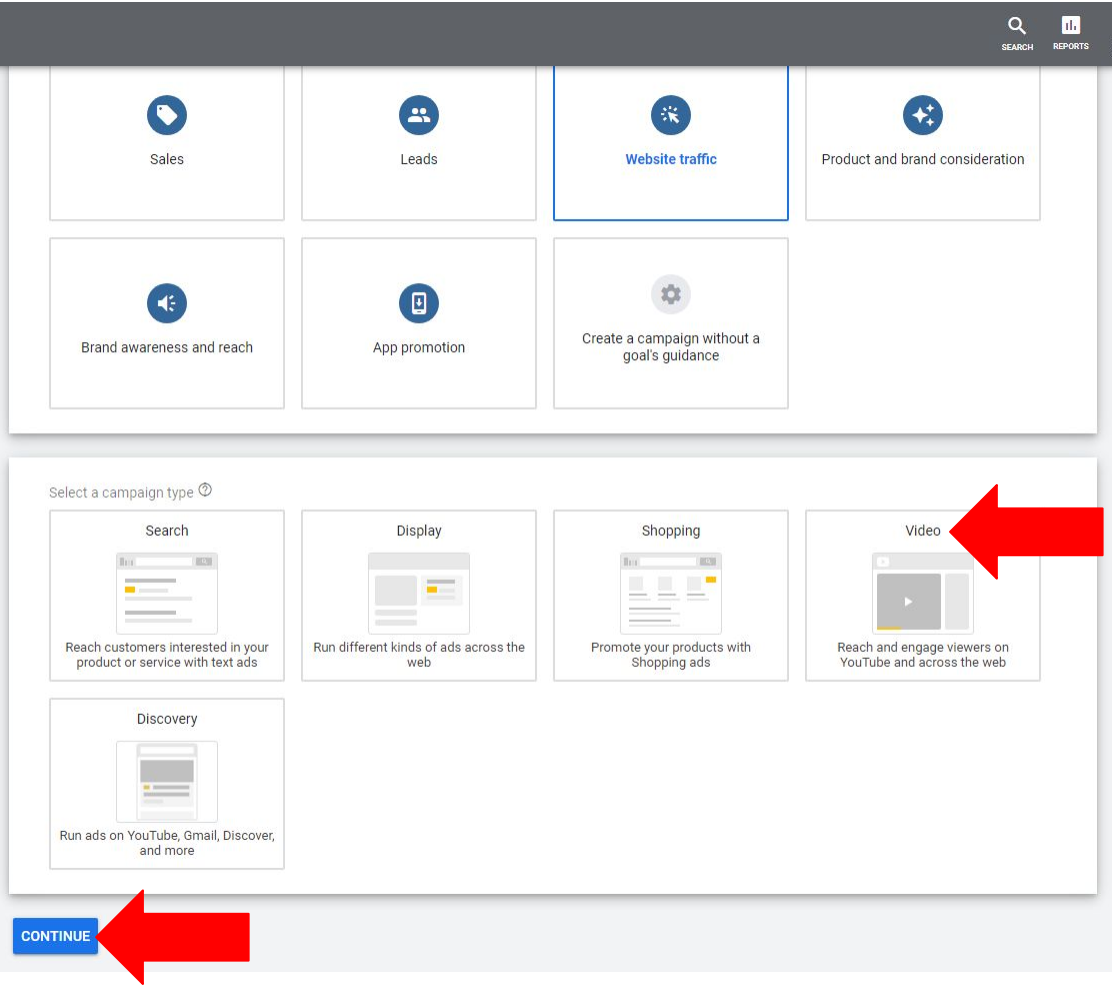


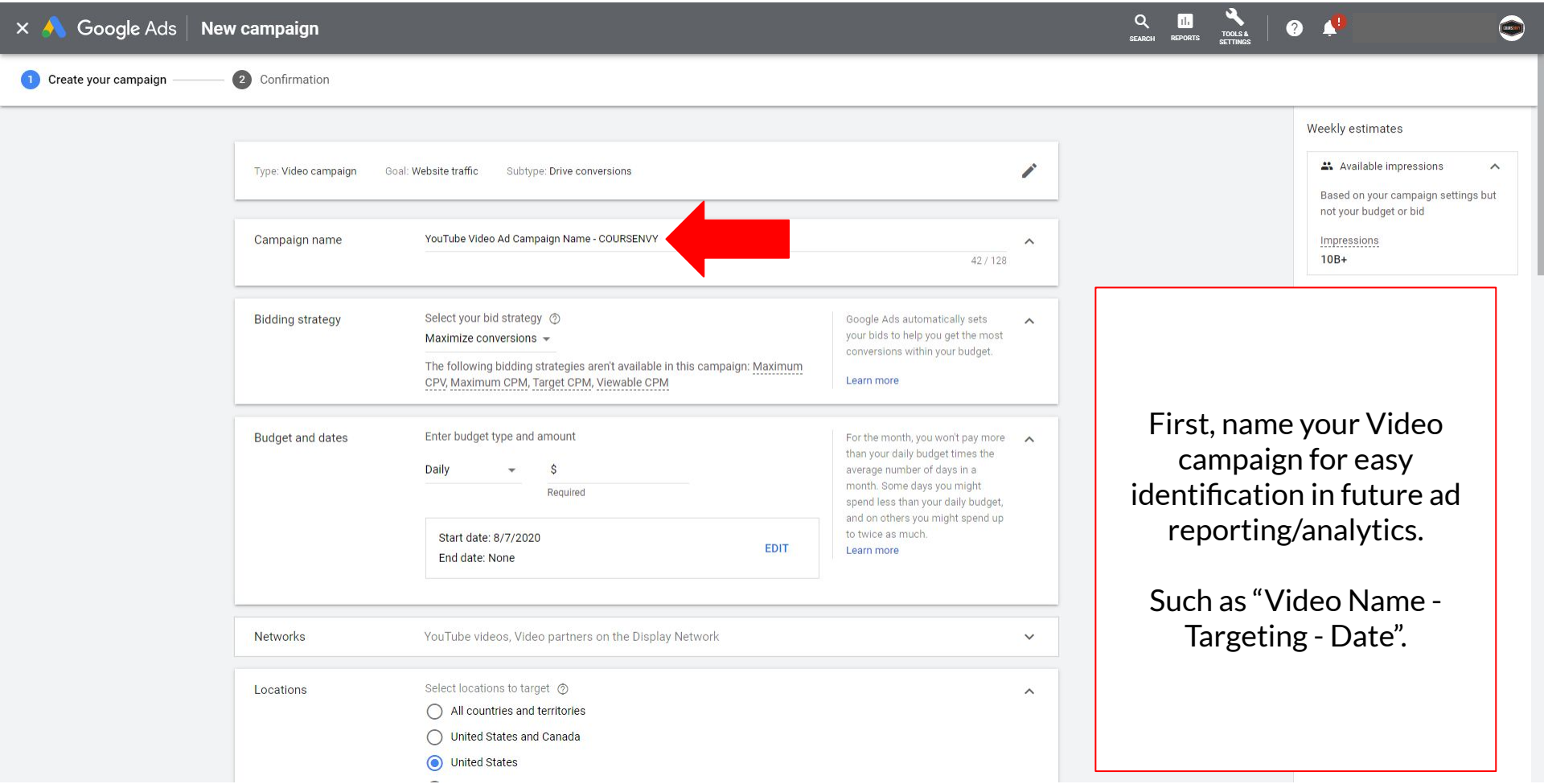
You can split test Sale, Leads, and Website Traffic goals via 3 separate campaigns to see which drives the cheapest results for your brand. We see the best results from Website Traffic.

Once selected, click the “Continue” button.

Select the “Video” option for your Campaign Type.

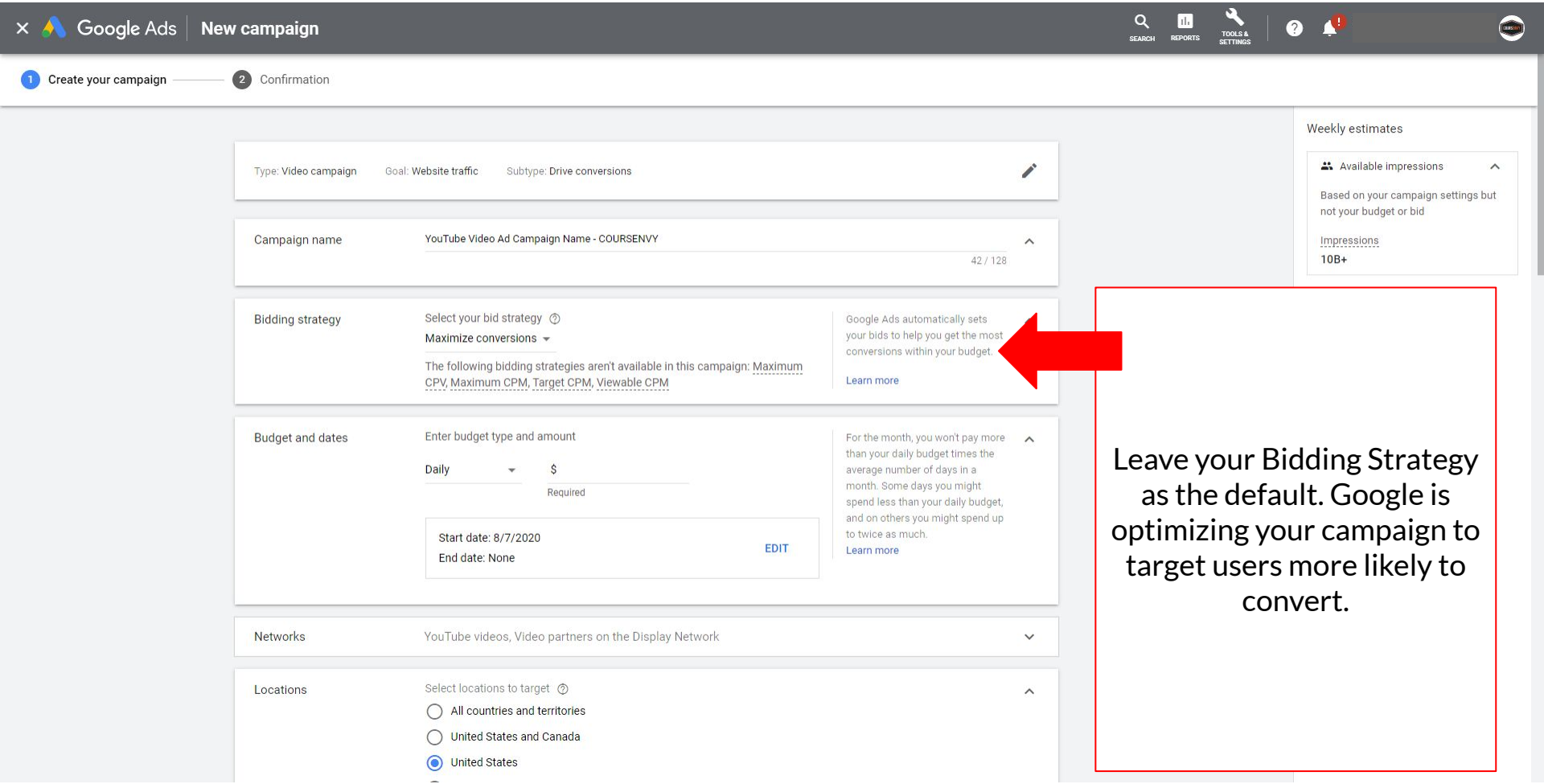
Once selected, click the “Continue” button.




Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
Type: Video campaign
Goal: Website traffic
Subtype: Drive conversions
Campaign name
YouTube Video Ad Campaign Name - COURSENVY
42 / 128
Bidding strategy
Select your bid strategy
Maximize conversions
The following bidding strategies aren't available in this campaign: Maximum CPV, Maximum CPM, Target CPM, Viewable CPM
Google Ads automatically sets your bids to help you get the most conversions within your budget.
Learn more
Budget and dates
Enter budget type and amount
Daily
$
Required
Start date: 8/7/2020
End date: None
EDIT
For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.
Learn more
Networks
YouTube videos, Video partners on the Display Network
Locations
Select locations to target
All countries and territories
United States and Canada
United States
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+

First, name your Video campaign for easy identification in future ad reporting/analytics.

Such as “Video Name - Targeting - Date”.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42 / 128
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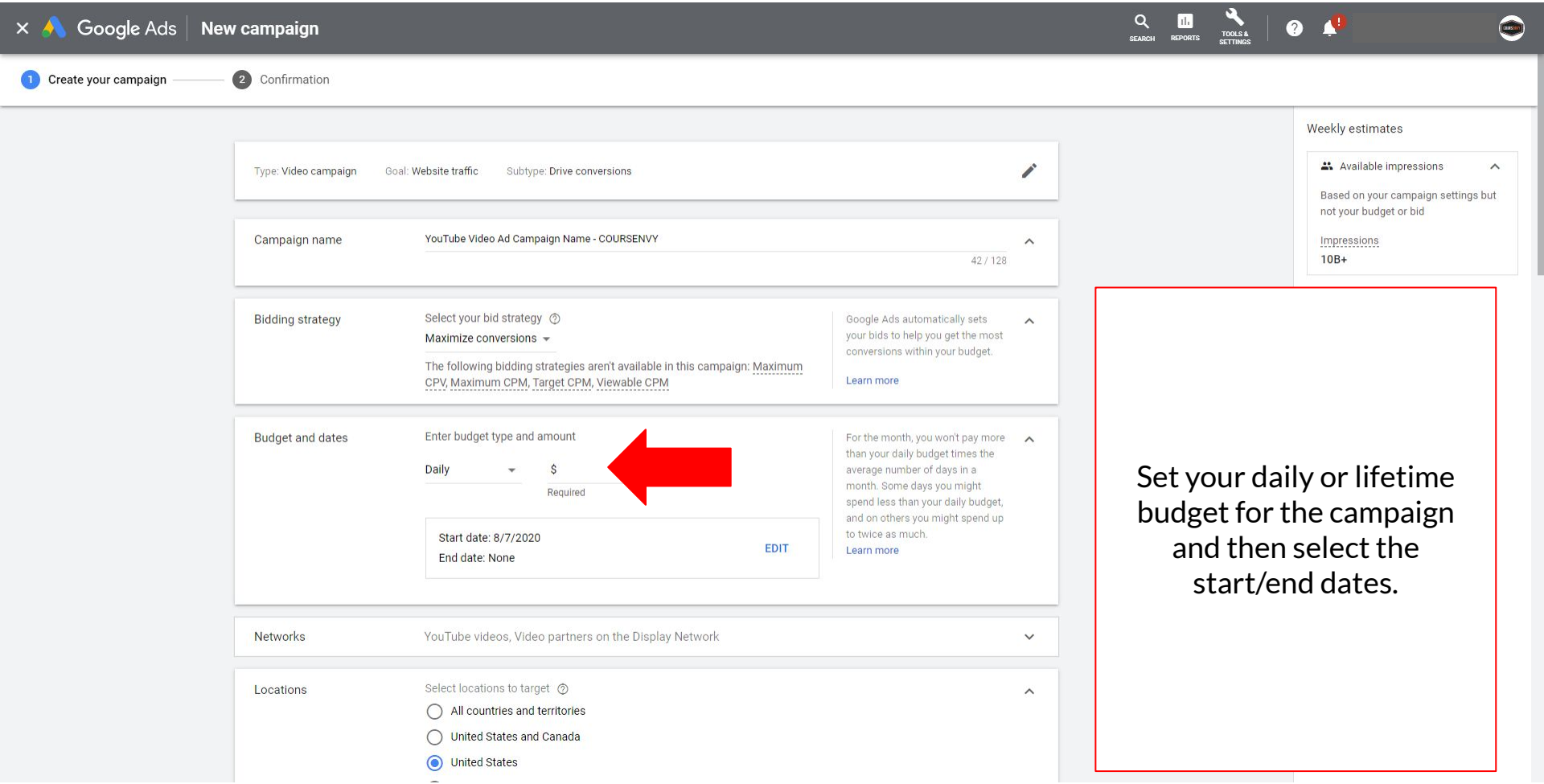
United States
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+

Leave your Bidding Strategy as the default. Google is optimizing your campaign to target users more likely to convert.


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
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2 Confirmation
Type: Video campaign
Goal: Website traffic
Subtype: Drive conversions
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YouTube Video Ad Campaign Name - COURSENVY
42 / 128
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Learn more
Budget and dates
Enter budget type and amount
Daily
$
Required
Start date: 8/7/2020
End date: None
EDIT
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Select locations to target
All countries and territories
United States and Canada
United States
Weekly estimates
Available impressions
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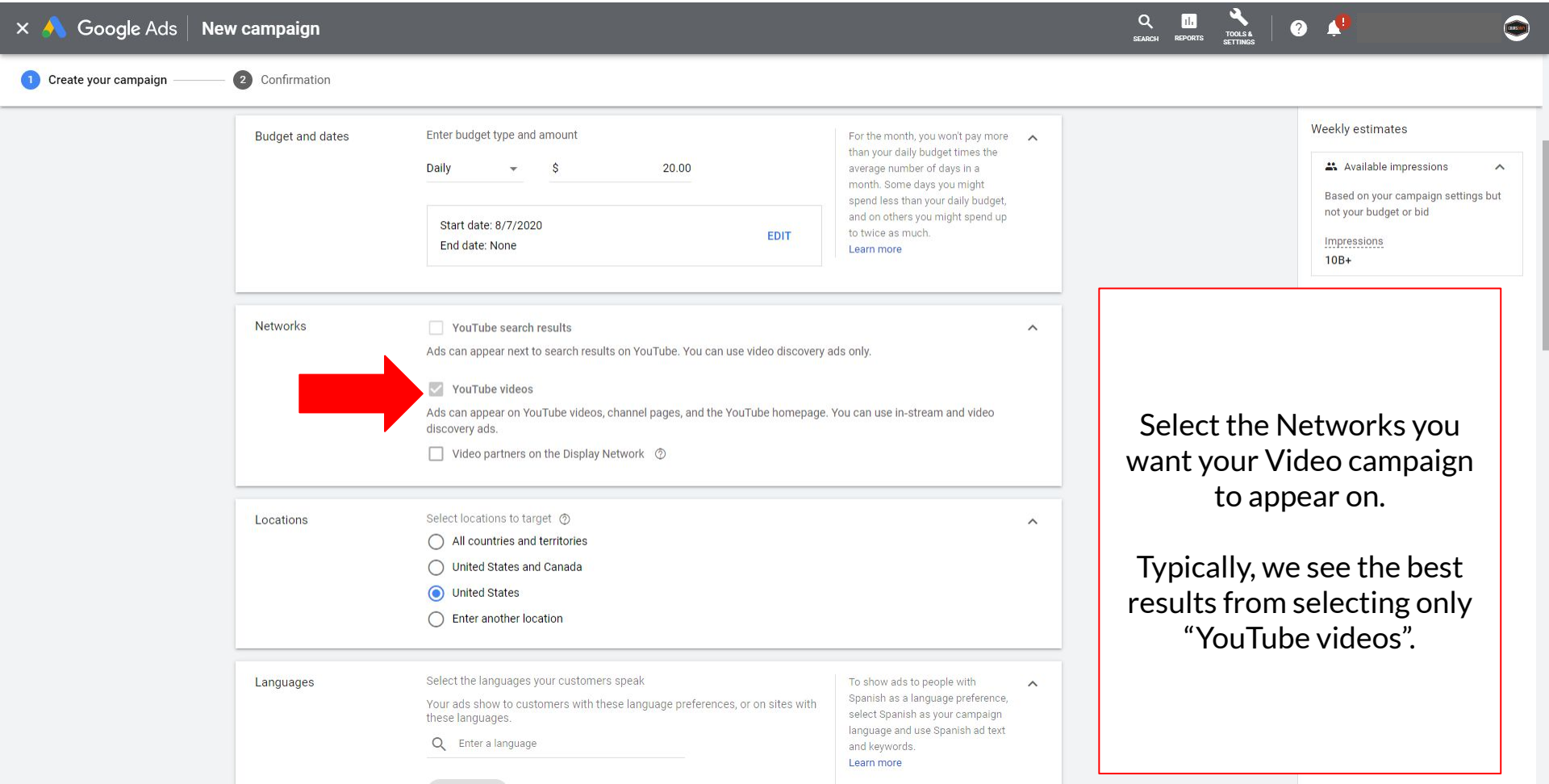
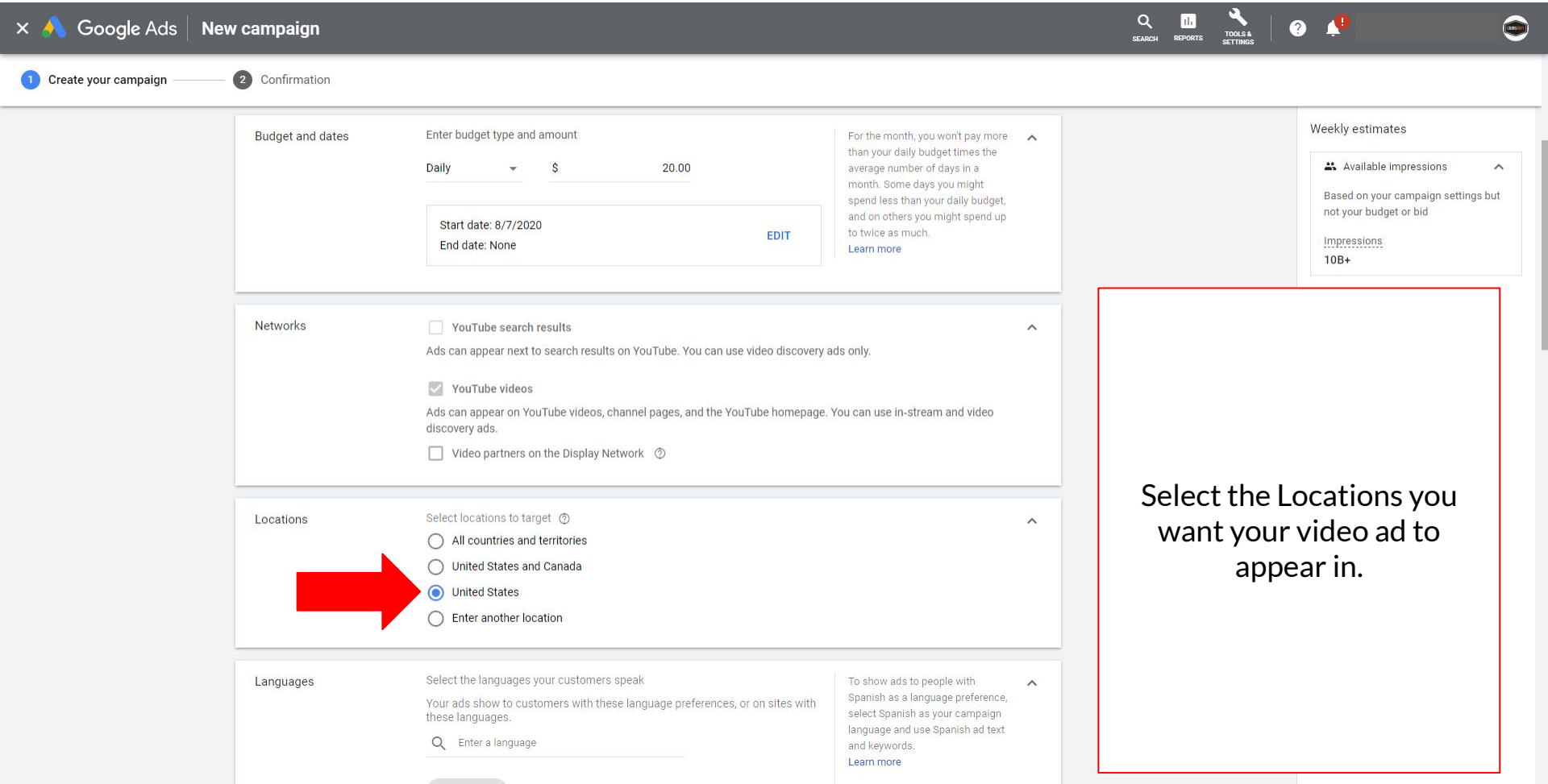
Impressions
10B+
Set your daily or lifetime budget for the campaign and then select the start/end dates.


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
Budget and dates
Enter budget type and amount
Daily
$ 20.00
Start date: 8/7/2020
End date: None
EDIT
For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.
Learn more
Networks
YouTube search results
Ads can appear next to search results on YouTube. You can use video discovery ads only.
YouTube videos
Ads can appear on YouTube videos, channel pages, and the YouTube homepage. You can use in-stream and video discovery ads.
Video partners on the Display Network
Locations
Select locations to target
All countries and territories
United States and Canada
United States
Enter another location
Languages
Select the languages your customers speak
Your ads show to customers with these language preferences, or on sites with these languages.
Enter a language
To show ads to people with Spanish as a language preference, select Spanish as your campaign language and use Spanish ad text and keywords.
Learn more
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+

Select the Networks you want your Video campaign to appear on.

Typically, we see the best results from selecting only "YouTube videos".


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
Budget and dates
Enter budget type and amount
Daily
$ 20.00
Start date: 8/7/2020
End date: None
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Enter another location
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Your ads show to customers with these language preferences, or on sites with these languages.
Enter a language
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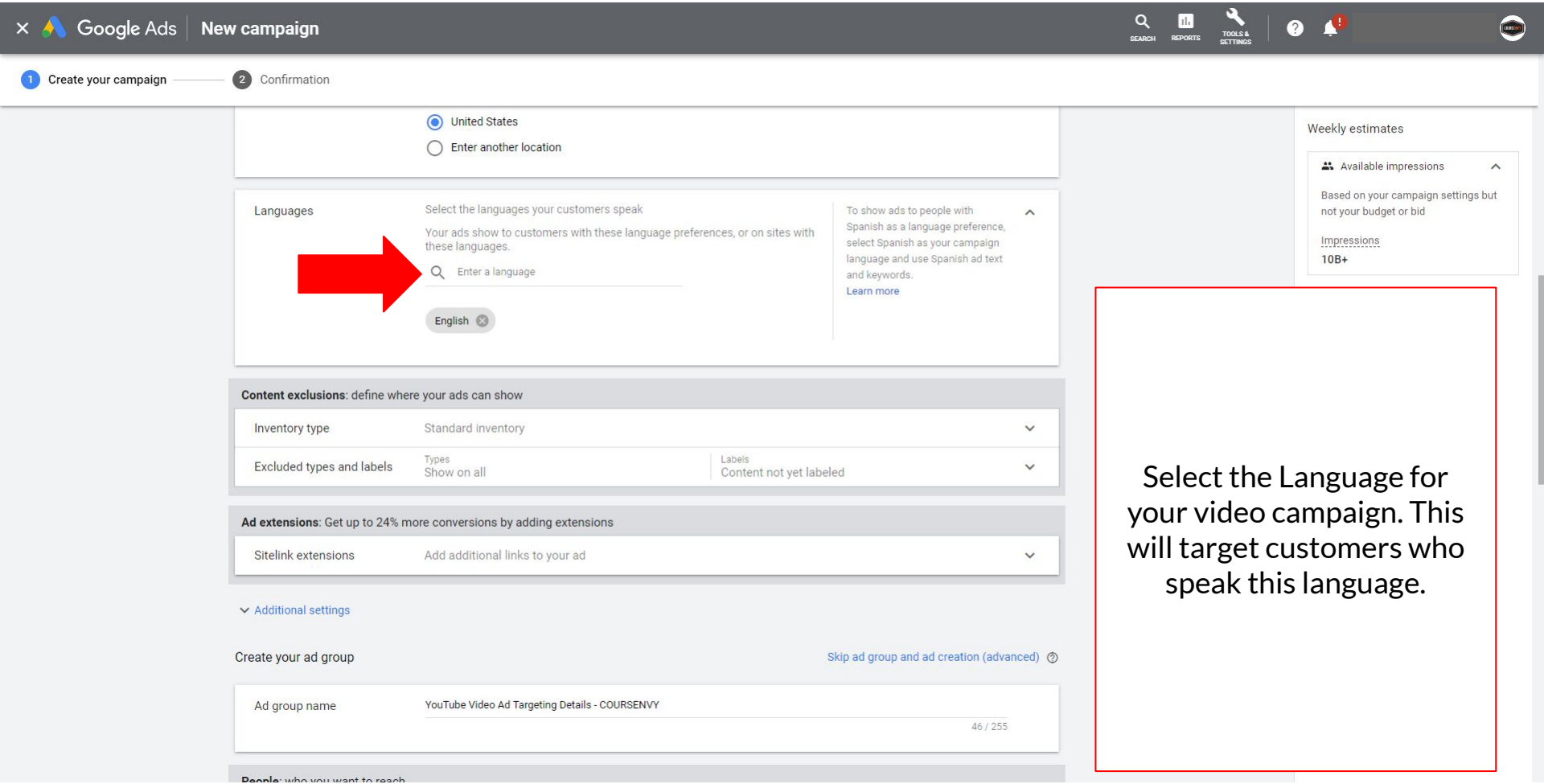
Learn more
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+
Select the Locations you want your video ad to appear in.


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
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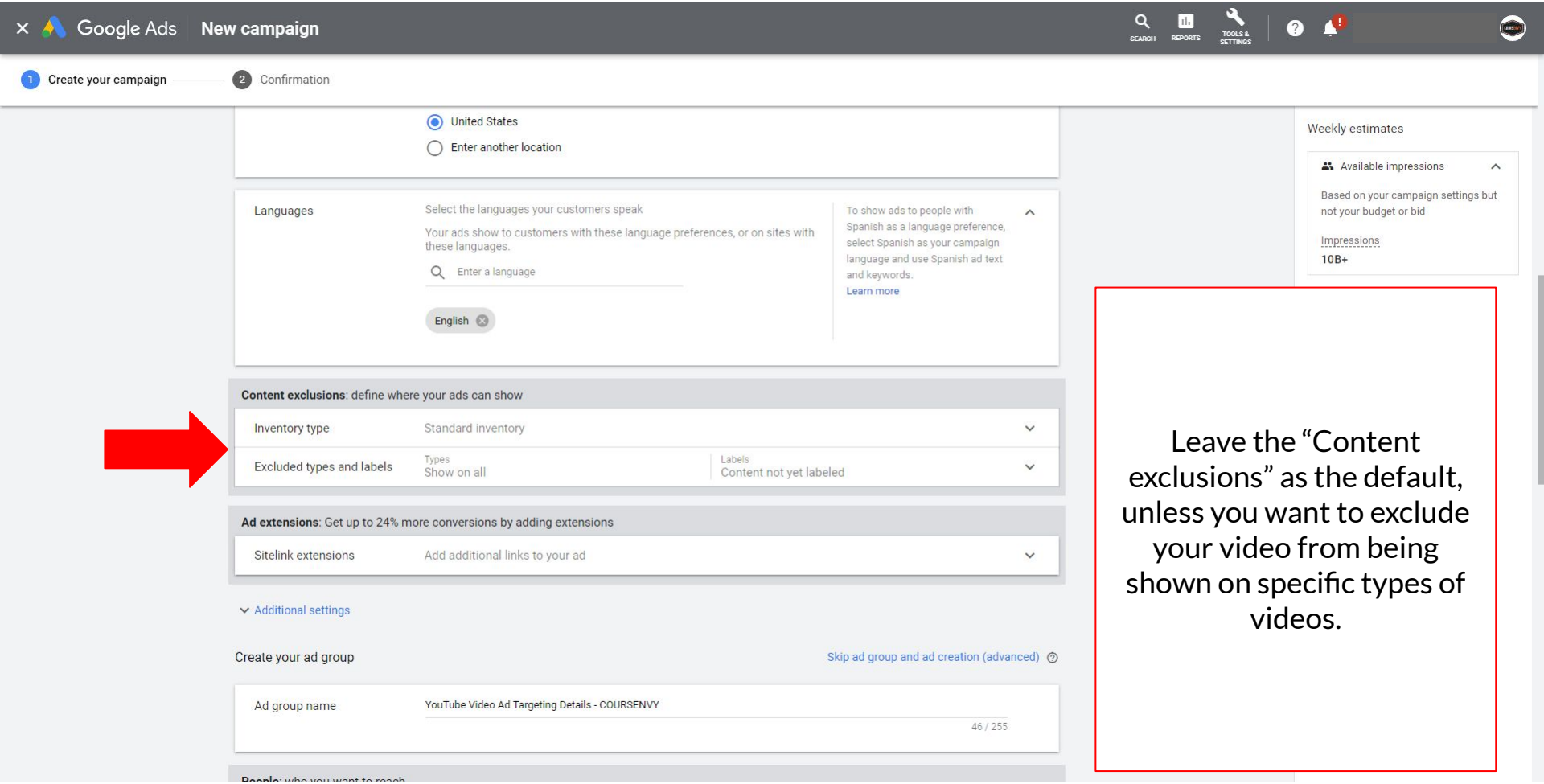
United States
Enter another location
Languages
Select the languages your customers speak
Your ads show to customers with these language preferences, or on sites with these languages.
Enter a language
English
To show ads to people with Spanish as a language preference, select Spanish as your campaign language and use Spanish ad text and keywords.
Learn more
Content exclusions: define where your ads can show
Inventory type
Standard inventory
Excluded types and labels
Types
Show on all
Labels
Content not yet labeled
Ad extensions: Get up to 24% more conversions by adding extensions
Sitelink extensions
Add additional links to your ad
Additional settings
Create your ad group
Skip ad group and ad creation (advanced)
Ad group name
YouTube Video Ad Targeting Details - COURSENVY
46 / 255
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+

Select the Language for your video campaign. This will target customers who speak this language.


Google Ads
New campaign
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Excluded types and labels
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Content not yet labeled
Ad extensions: Get up to 24% more conversions by adding extensions
Sitelink extensions
Add additional links to your ad
Additional settings
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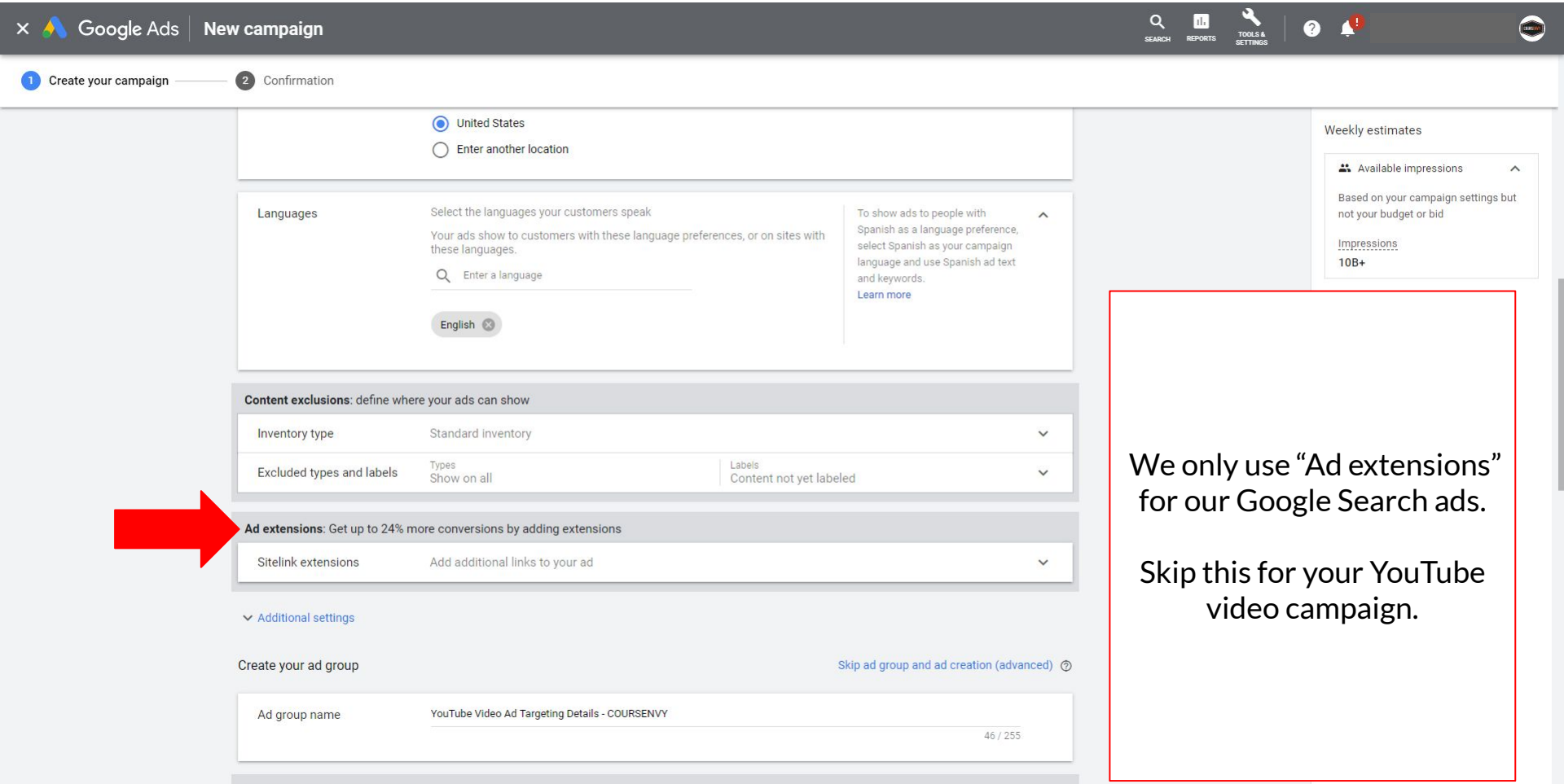
Skip ad group and ad creation (advanced)
Ad group name
YouTube Video Ad Targeting Details - COURSENVY
46 / 255
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+
Leave the “Content exclusions” as the default, unless you want to exclude your video from being shown on specific types of videos.


Google Ads
New campaign
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REPORTS
TOOLS & SETTINGS
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United States
Enter another location
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Learn more
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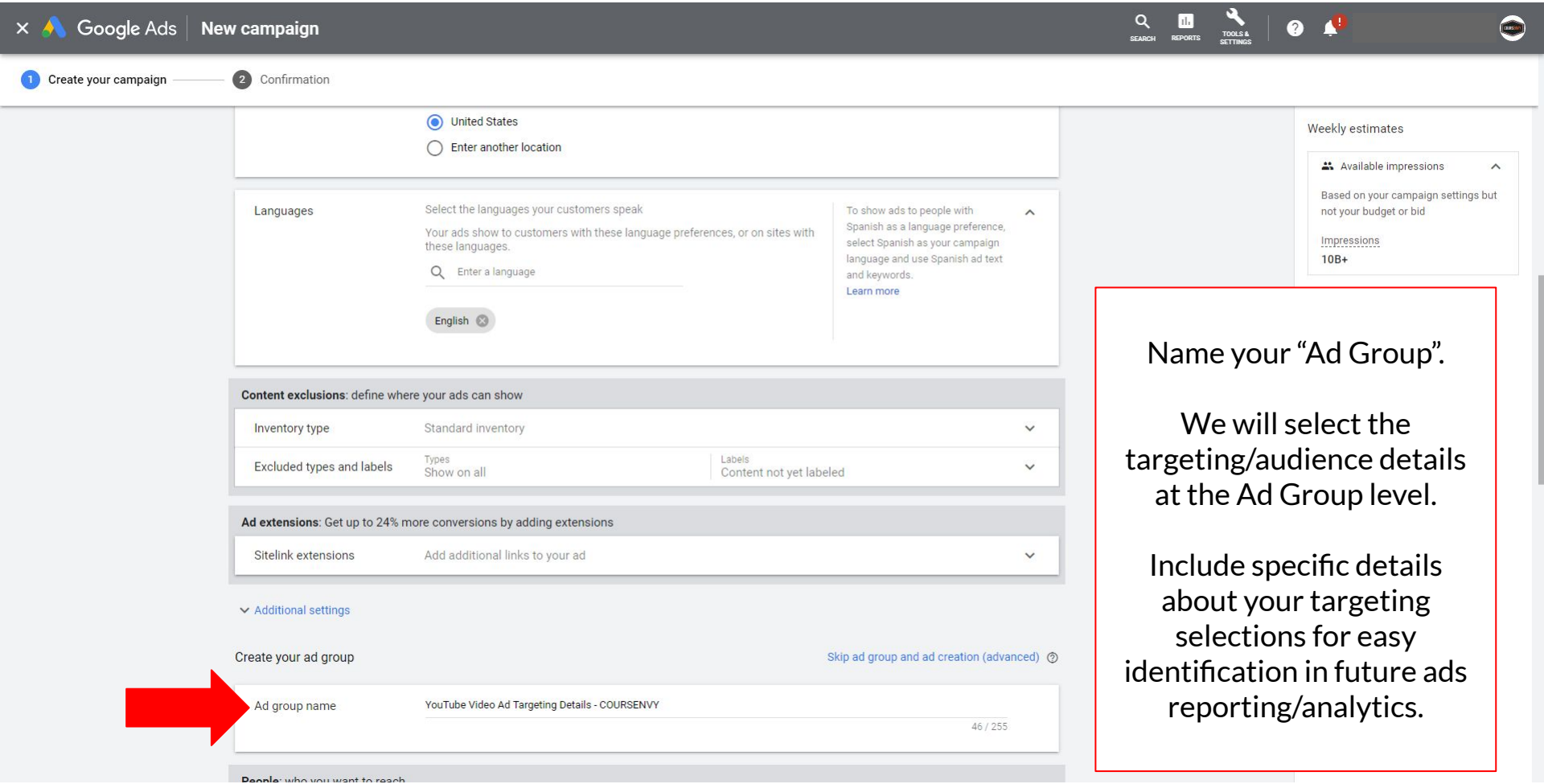
Inventory type
Standard inventory
Excluded types and labels
Types
Show on all
Labels
Content not yet labeled
Ad extensions: Get up to 24% more conversions by adding extensions
Sitelink extensions
Add additional links to your ad
Additional settings
Create your ad group
Skip ad group and ad creation (advanced)
Ad group name
YouTube Video Ad Targeting Details - COURSENVY
46 / 255
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+

We only use “Ad extensions” for our Google Search ads.

Skip this for your YouTube video campaign.


Google Ads
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SEARCH
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TOOLS & SETTINGS
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United States
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Languages
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46 / 255
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+

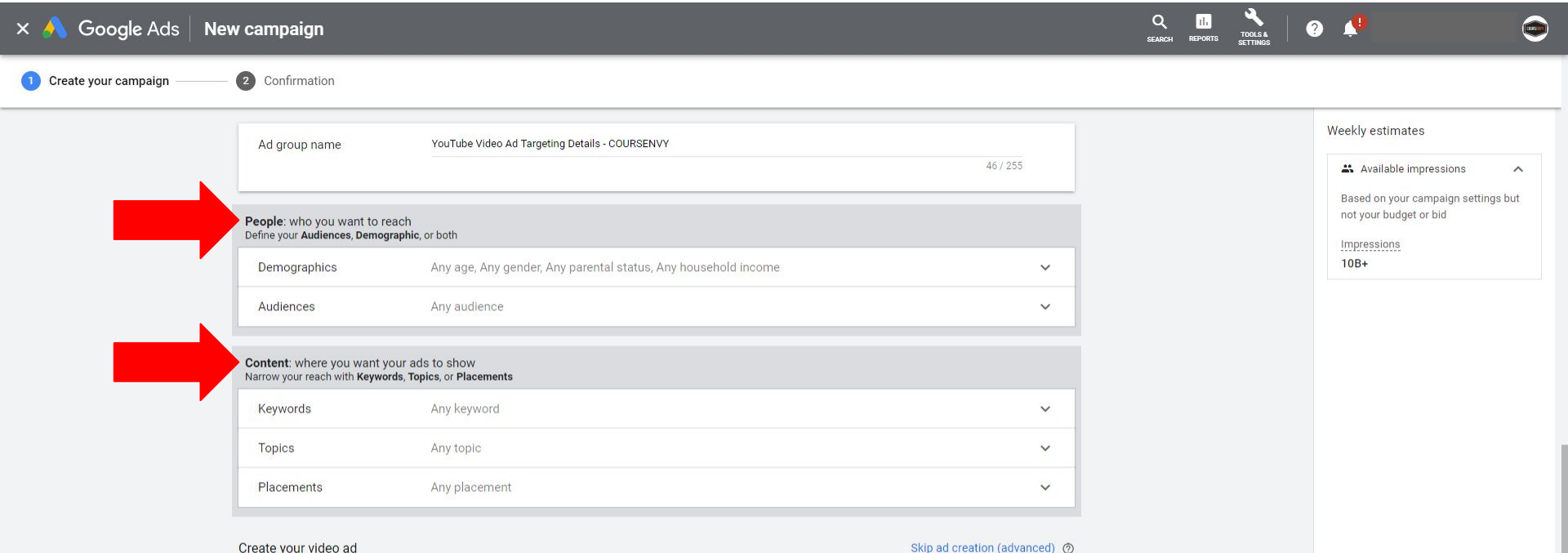
Name your “Ad Group”.

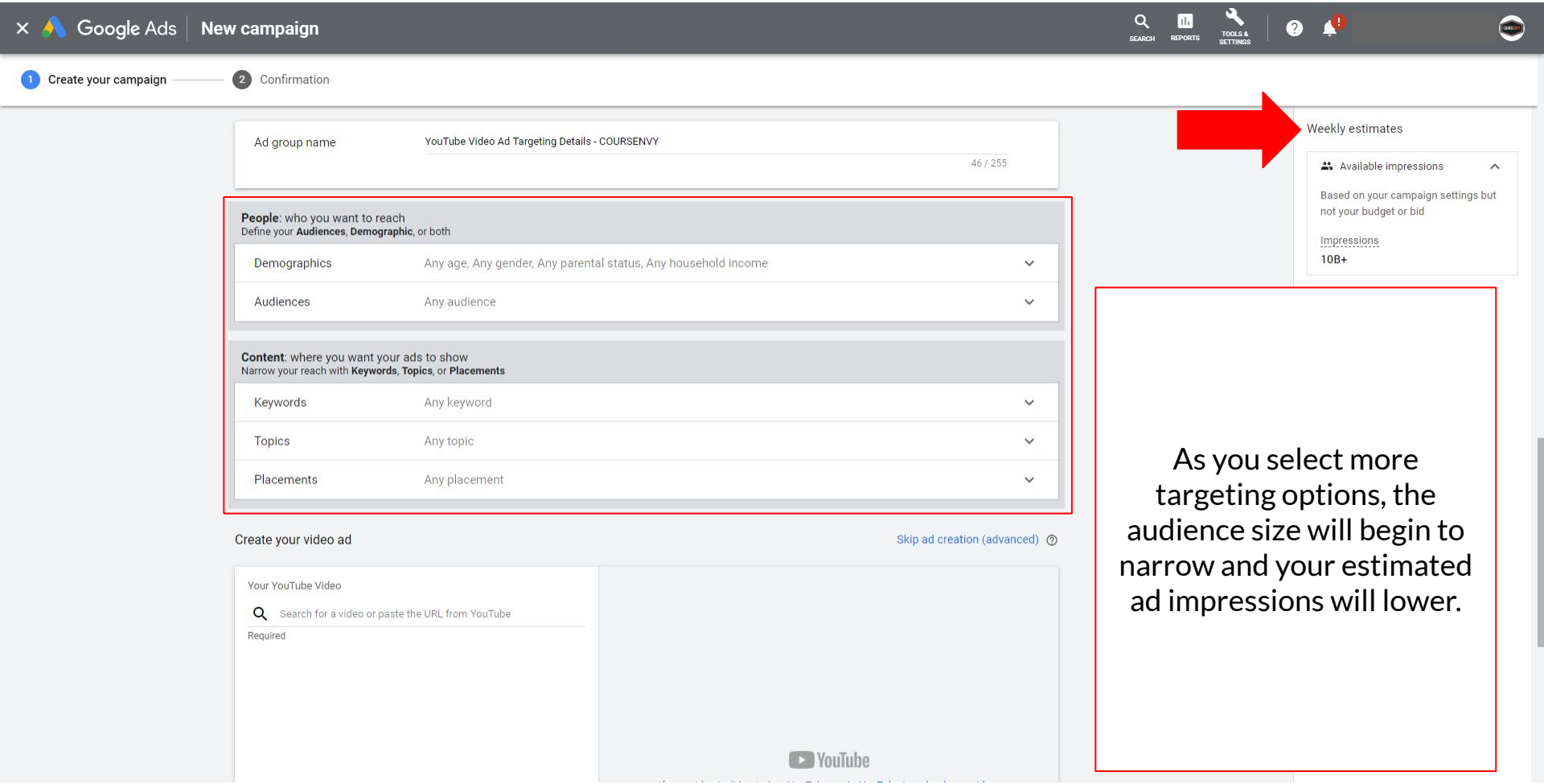
We will select the targeting/audience details at the Ad Group level.

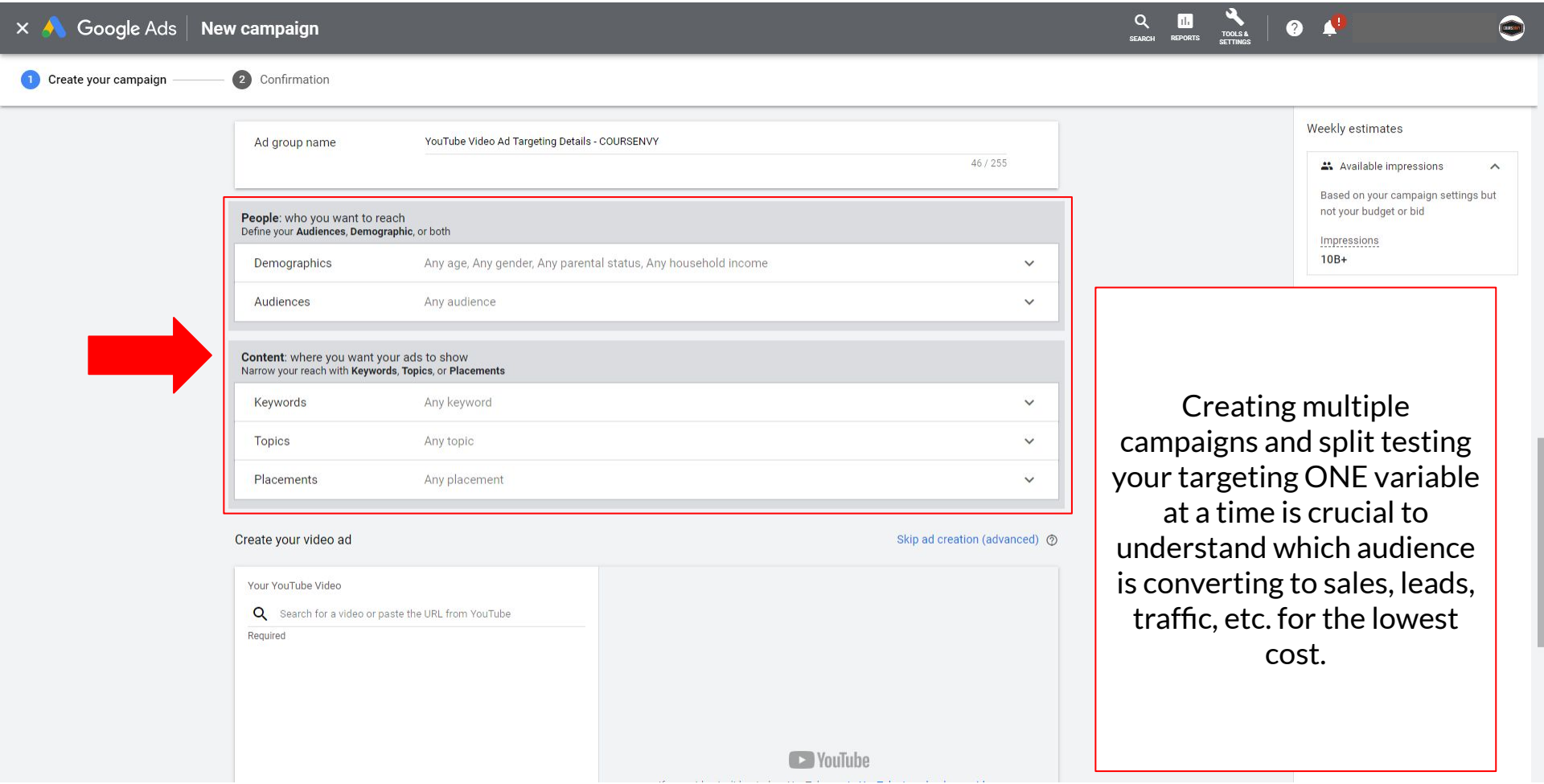
Include specific details about your targeting selections for easy identification in future ads reporting/analytics.

YouTube Ad Targeting

- For YouTube ad targeting, you can define your audience via **People** and/or **Content**.




Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
Ad group name
YouTube Video Ad Targeting Details - COURSENVY
46 / 255
People: who you want to reach
Define your Audiences, Demographic, or both
Demographics
Any age, Any gender, Any parental status, Any household income
Audiences
Any audience
Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements
Keywords
Any keyword
Topics
Any topic
Placements
Any placement
Create your video ad
Skip ad creation (advanced)
Your YouTube Video
Search for a video or paste the URL from YouTube
Required
YouTube
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+
As you select more targeting options, the audience size will begin to narrow and your estimated ad impressions will lower.


Google Ads
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SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
Ad group name
YouTube Video Ad Targeting Details - COURSENVY
46 / 255
People: who you want to reach
Define your Audiences, Demographic, or both
Demographics
Any age, Any gender, Any parental status, Any household income
Audiences
Any audience
Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements
Keywords
Any keyword
Topics
Any topic
Placements
Any placement
Create your video ad
Skip ad creation (advanced)
Your YouTube Video
Search for a video or paste the URL from YouTube
Required
YouTube
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Impressions
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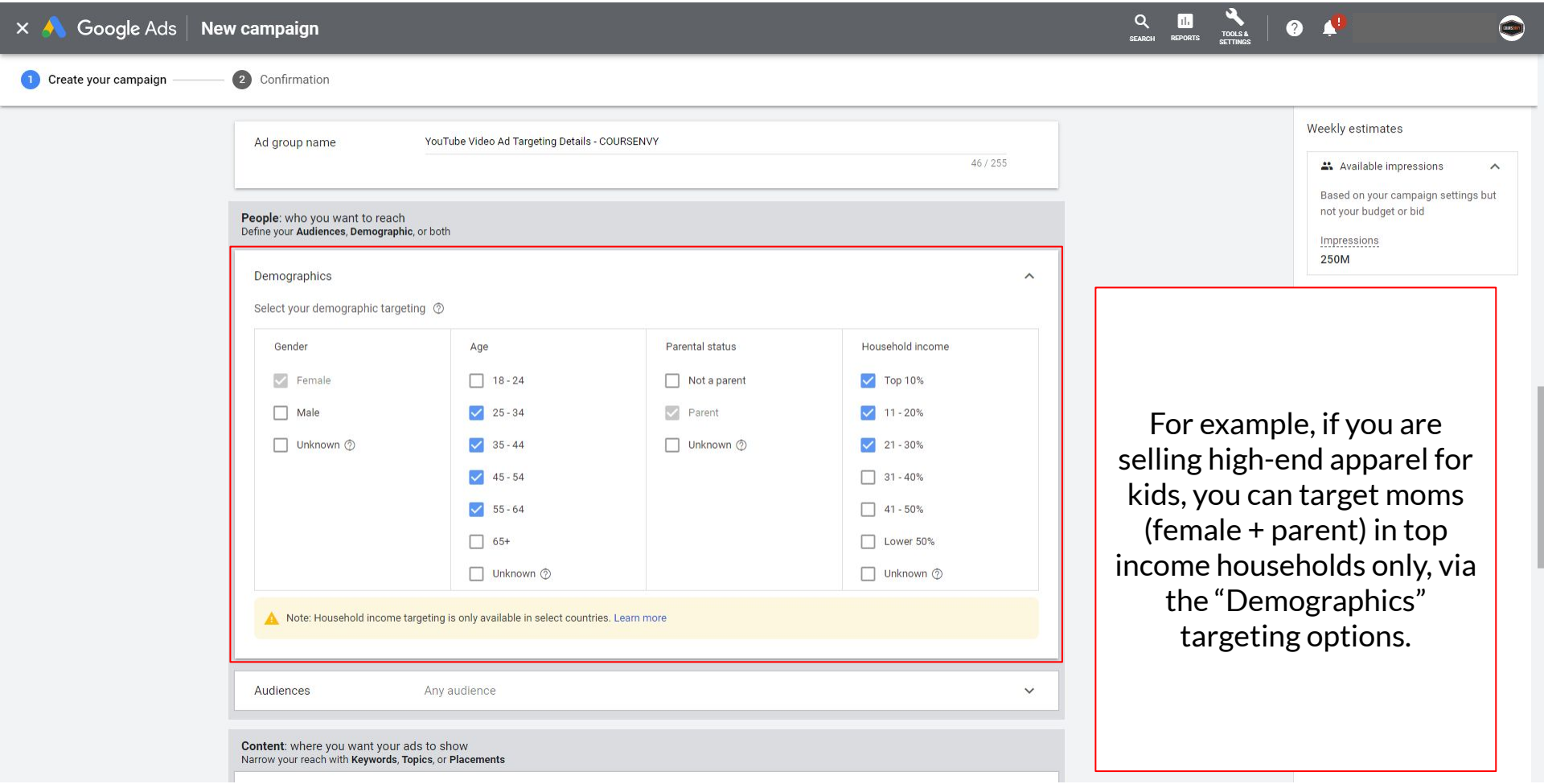
Creating multiple campaigns and split testing your targeting ONE variable at a time is crucial to understand which audience is converting to sales, leads, traffic, etc. for the lowest cost.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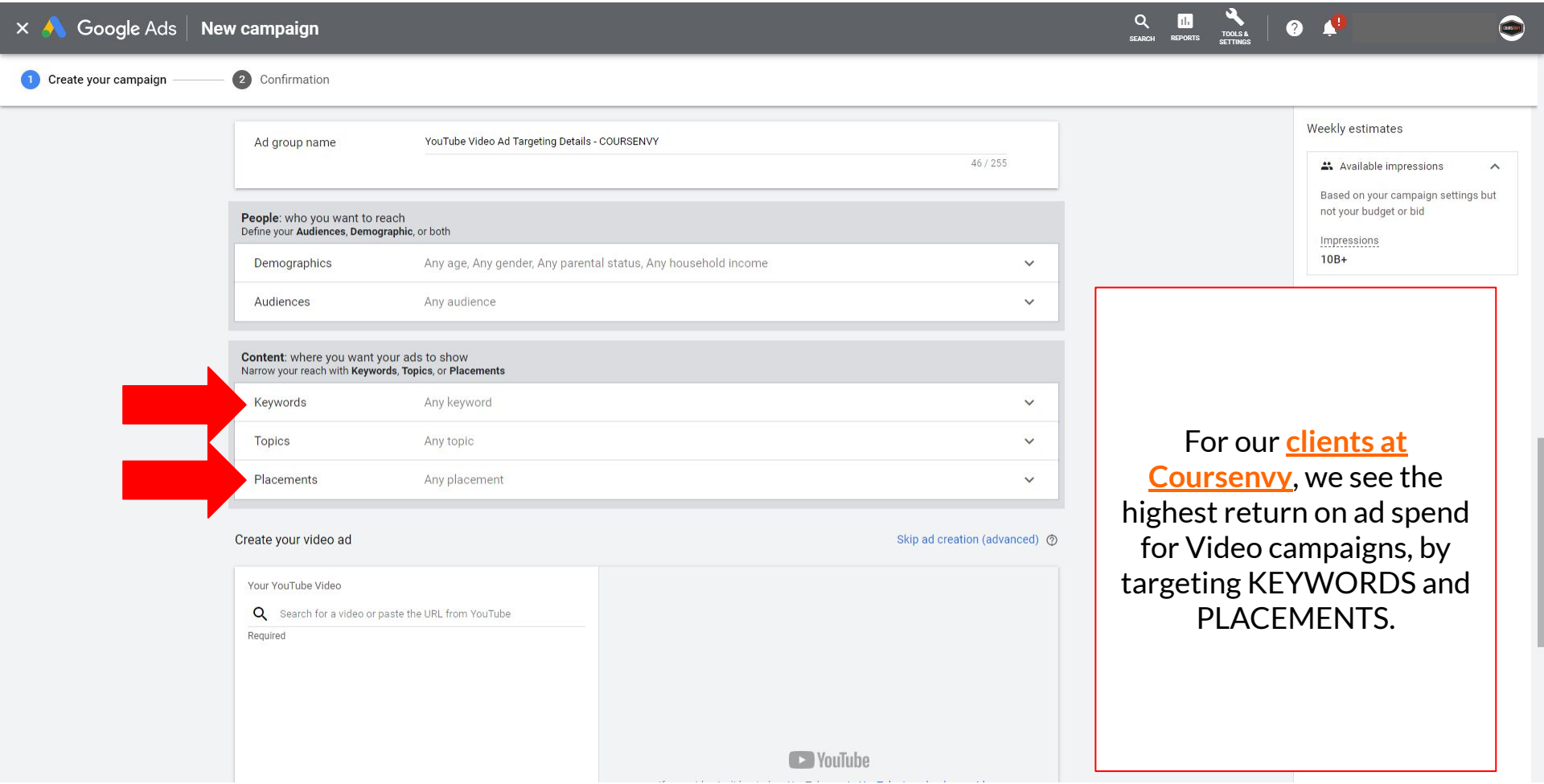
46 / 255
People: who you want to reach
Define your Audiences, Demographic, or both
Demographics
Select your demographic targeting
Gender
Female
Male
Unknown
Age
18 - 24
25 - 34
35 - 44
45 - 54
55 - 64
65+
Unknown
Parental status
Not a parent
Parent
Unknown
Household income
Top 10%
11 - 20%
21 - 30%
31 - 40%
41 - 50%
Lower 50%
Unknown
Note: Household income targeting is only available in select countries. Learn more
Audiences
Any audience
Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
250M
For example, if you are selling high-end apparel for kids, you can target moms (female + parent) in top income households only, via the “Demographics” targeting options.



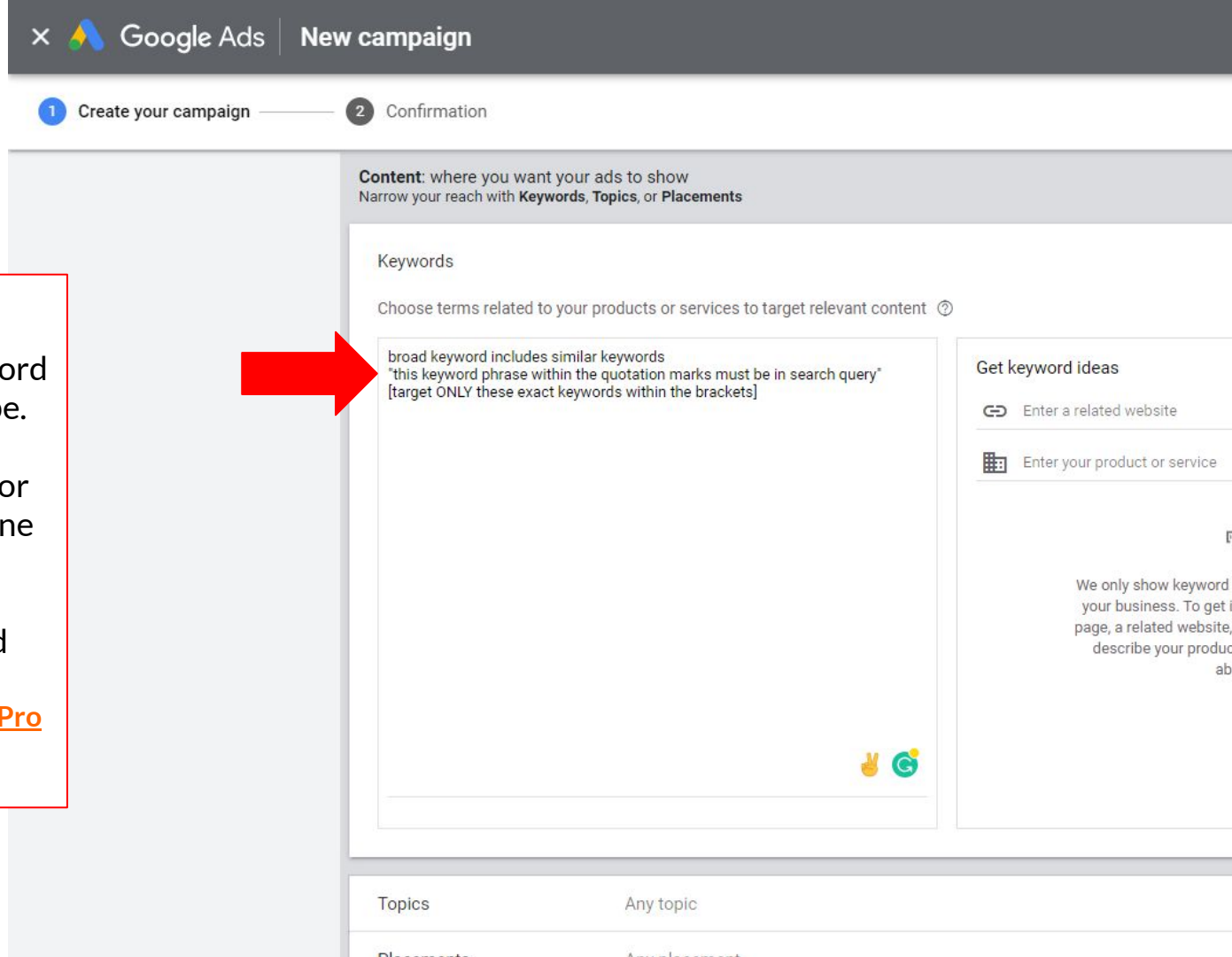
For our [clients at Coursenvy](), we see the highest return on ad spend for Video campaigns, by targeting KEYWORDS and PLACEMENTS.

Keywords

You can target actual keyword search queries on YouTube.

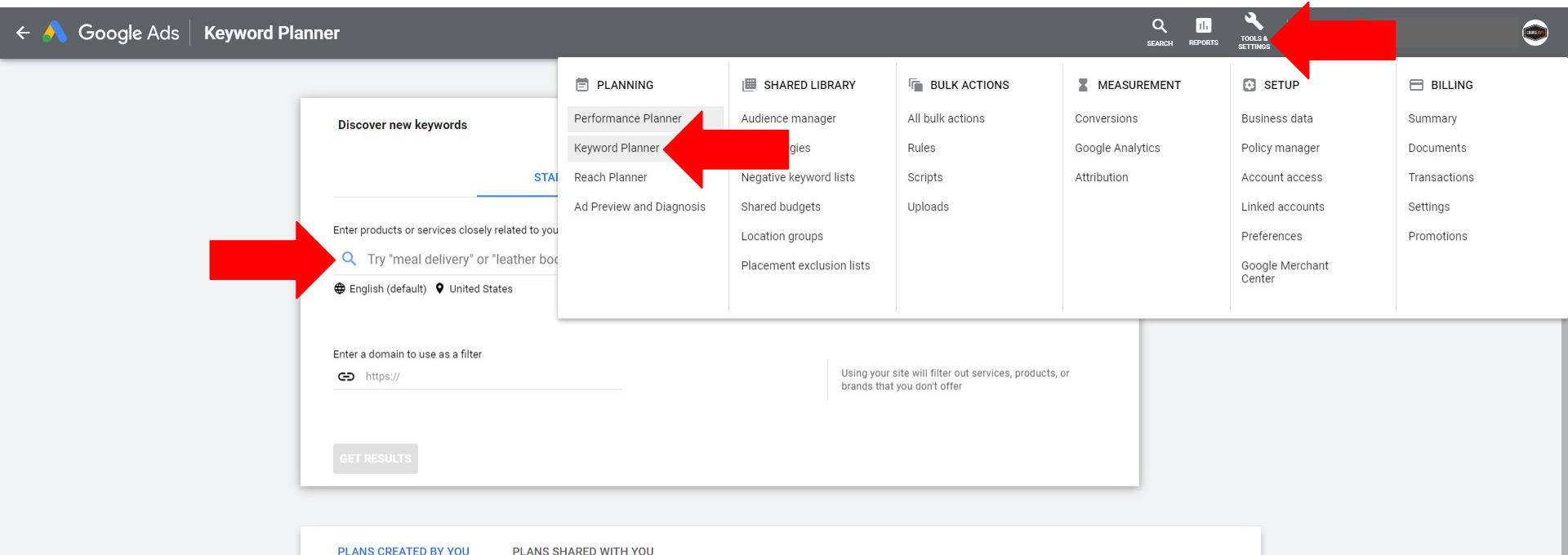
Target BROAD, PHRASE, or EXACT keywords (enter one per line).

We suggest the keyword research tool: www.coursenvy.com/LongTailPro


Google Ads
New campaign
1 Create your campaign
2 Confirmation
Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements
Keywords
Choose terms related to your products or services to target relevant content
broad keyword includes similar keywords
"this keyword phrase within the quotation marks must be in search query"
[target ONLY these exact keywords within the brackets]
Get keyword ideas
Enter a related website
Enter your product or service
Topics
Any topic

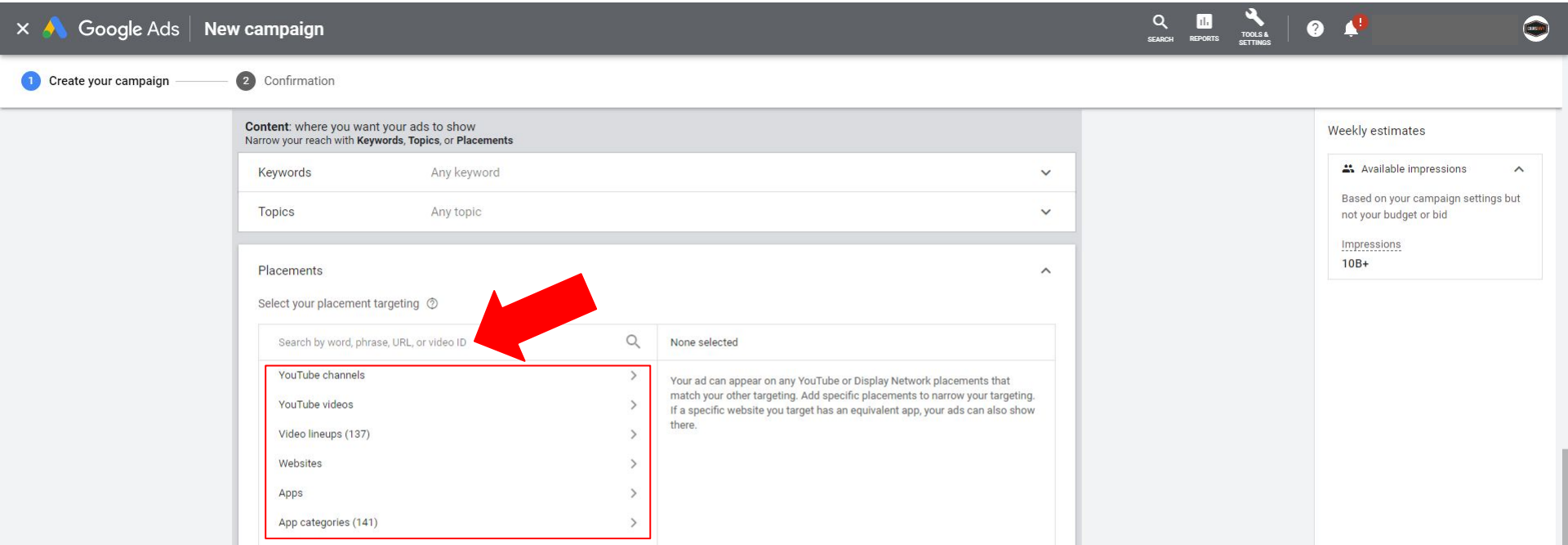
Keyword Planner

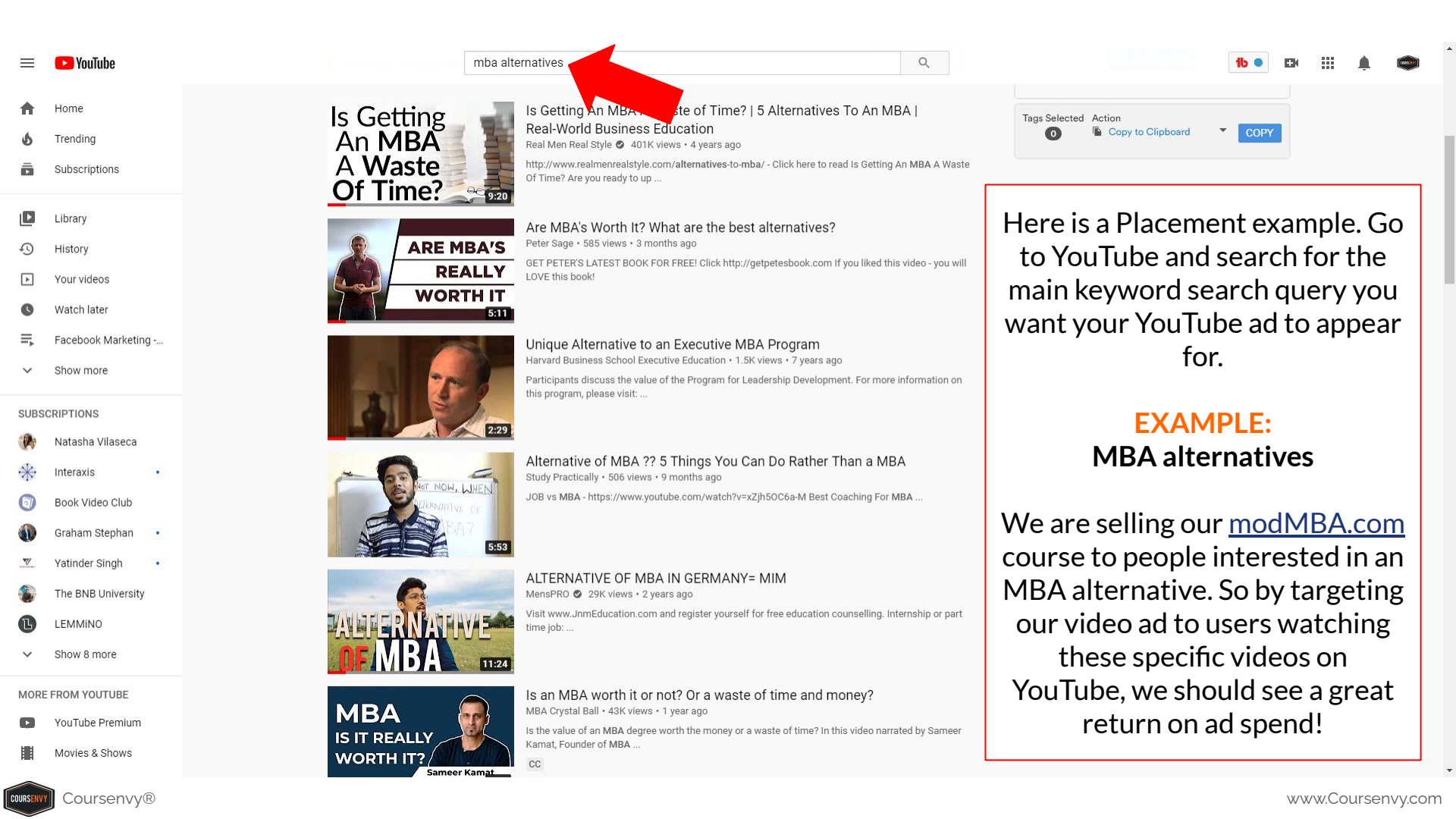
- You can also use the free Google Keyword Planner to research and discover new keywords.



Placements

- Our favorite YouTube ad targeting is via Placements. This means we can place our video ad on SPECIFIC videos relevant to our ad campaign!


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements
Keywords
Any keyword
Topics
Any topic
Placements
Select your placement targeting
Search by word, phrase, URL, or video ID
None selected
YouTube channels
YouTube videos
Video lineups (137)
Websites
Apps
App categories (141)
Your ad can appear on any YouTube or Display Network placements that match your other targeting. Add specific placements to narrow your targeting. If a specific website you target has an equivalent app, your ads can also show there.
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+


YouTube
mba alternatives
Home
Trending
Subscriptions
Library
History
Your videos
Watch later
Facebook Marketing -...
Show more
SUBSCRIPTIONS
Natasha Vilaseca
Interaxis
Book Video Club
Graham Stephan
Yatinder Singh
The BNB University
LEMMiNO
Show 8 more
MORE FROM YOUTUBE
YouTube Premium
Movies & Shows
Is Getting An MBA A Waste Of Time?
9:20
Is Getting An MBA ... ste of Time? | 5 Alternatives To An MBA | Real-World Business Education
Real Men Real Style 401K views • 4 years ago
http://www.realmenrealstyle.com/alternatives-to-mba/ - Click here to read Is Getting An MBA A Waste Of Time? Are you ready to up ...
ARE MBA'S REALLY WORTH IT
5:11
Are MBA's Worth It? What are the best alternatives?
Peter Sage • 585 views • 3 months ago
GET PETER'S LATEST BOOK FOR FREE! Click http://getpetesbook.com If you liked this video - you will LOVE this book!
2:29
Unique Alternative to an Executive MBA Program
Harvard Business School Executive Education • 1.5K views • 7 years ago
Participants discuss the value of the Program for Leadership Development. For more information on this program, please visit: ...
5:53
Alternative of MBA ?? 5 Things You Can Do Rather Than a MBA
Study Practically • 506 views • 9 months ago
JOB vs MBA - https://www.youtube.com/watch?v=xZjh5OC6a-M Best Coaching For MBA ...
ALTERNATIVE OF MBA
11:24
ALTERNATIVE OF MBA IN GERMANY= MIM
MensPRO 29K views • 2 years ago
Visit www.JnmEducation.com and register yourself for free education counselling. Internship or part time job: ...
MBA IS IT REALLY WORTH IT?
Sameer Kamat
Is an MBA worth it or not? Or a waste of time and money?
MBA Crystal Ball • 43K views • 1 year ago
Is the value of an MBA degree worth the money or a waste of time? In this video narrated by Sameer Kamat, Founder of MBA ...
CC
Tags Selected
0
Action
Copy to Clipboard
COPY
Here is a Placement example. Go to YouTube and search for the main keyword search query you want your YouTube ad to appear for.
EXAMPLE:
MBA alternatives
We are selling our modMBA.com course to people interested in an MBA alternative. So by targeting our video ad to users watching these specific videos on YouTube, we should see a great return on ad spend!

Home
Trending
Subscriptions
Library
History
Your videos
Watch later
Facebook Marketing -...
Show more

SUBSCRIPTIONS
Natasha Vilaseca
Interaxis
Book Video Club
Graham Stephan
Yatinder Singh
The BNB University
LEMMiNO
Show 8 more

MORE FROM YOUTUBE
YouTube Premium
Movies & Shows

Is Getting An MBA A Waste of Time? | 5 Alternatives To An MBA | Real-World Business Education
Real Men Real Style ✓ 401K views • 4 years ago
http://www.realmenrealstyle.com/**alternatives**-to-**mba**/ - Click here to read Is Getting An **MBA** A Waste Of Time? Are you ready to up ...

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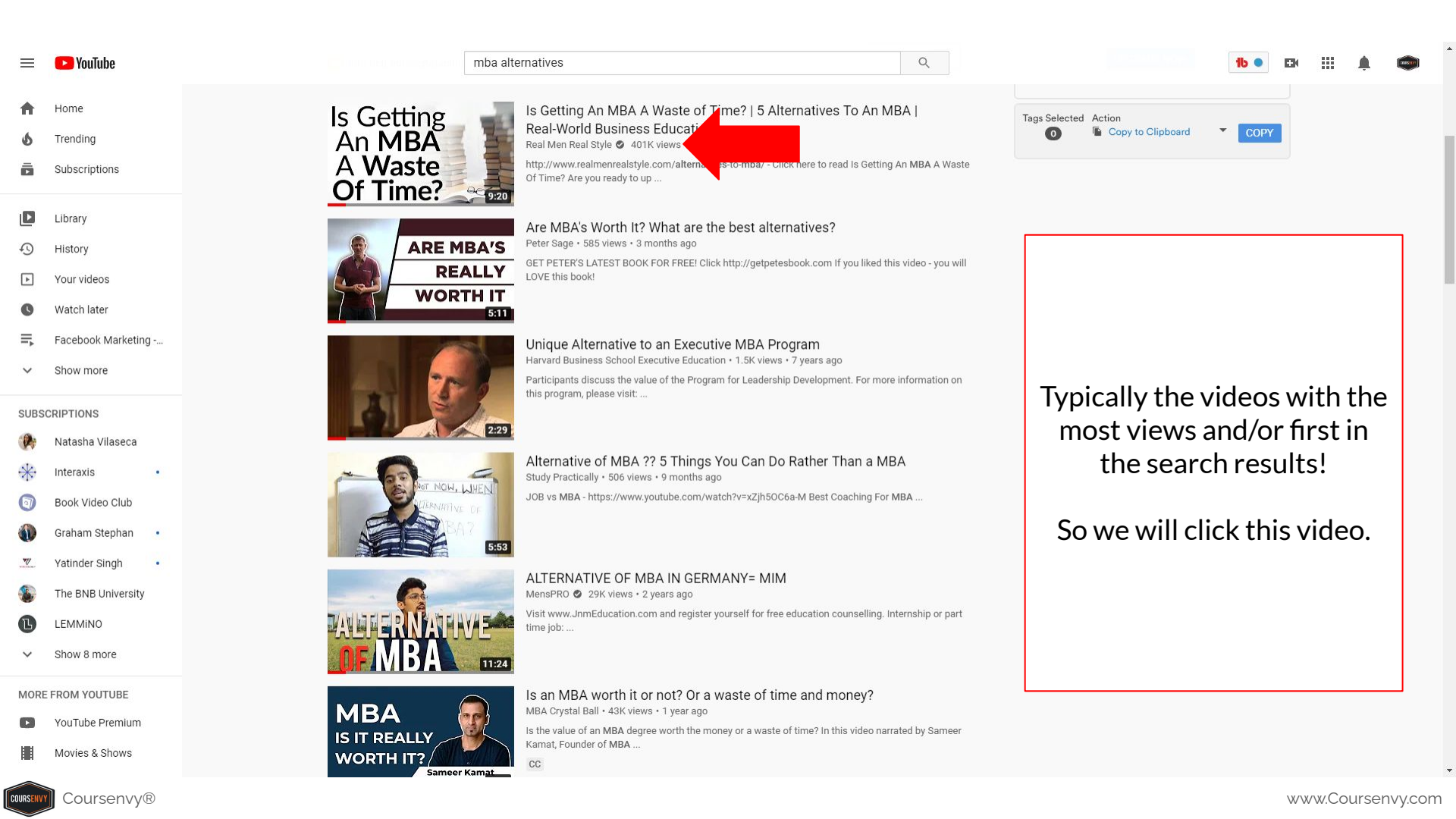
CC

Tags Selected 0 Action Copy to Clipboard COPY

Looking at these search results, which videos do you think our potential customer will click first?


YouTube
mba alternatives
Home
Trending
Subscriptions
Library
History
Your videos
Watch later
Facebook Marketing -...
Show more
SUBSCRIPTIONS
Natasha Vilaseca
Interaxis
Book Video Club
Graham Stephan
Yatinder Singh
The BNB University
LEMMiNO
Show 8 more
MORE FROM YOUTUBE
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Is Getting An MBA A Waste Of Time?
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ARE MBA'S REALLY WORTH IT
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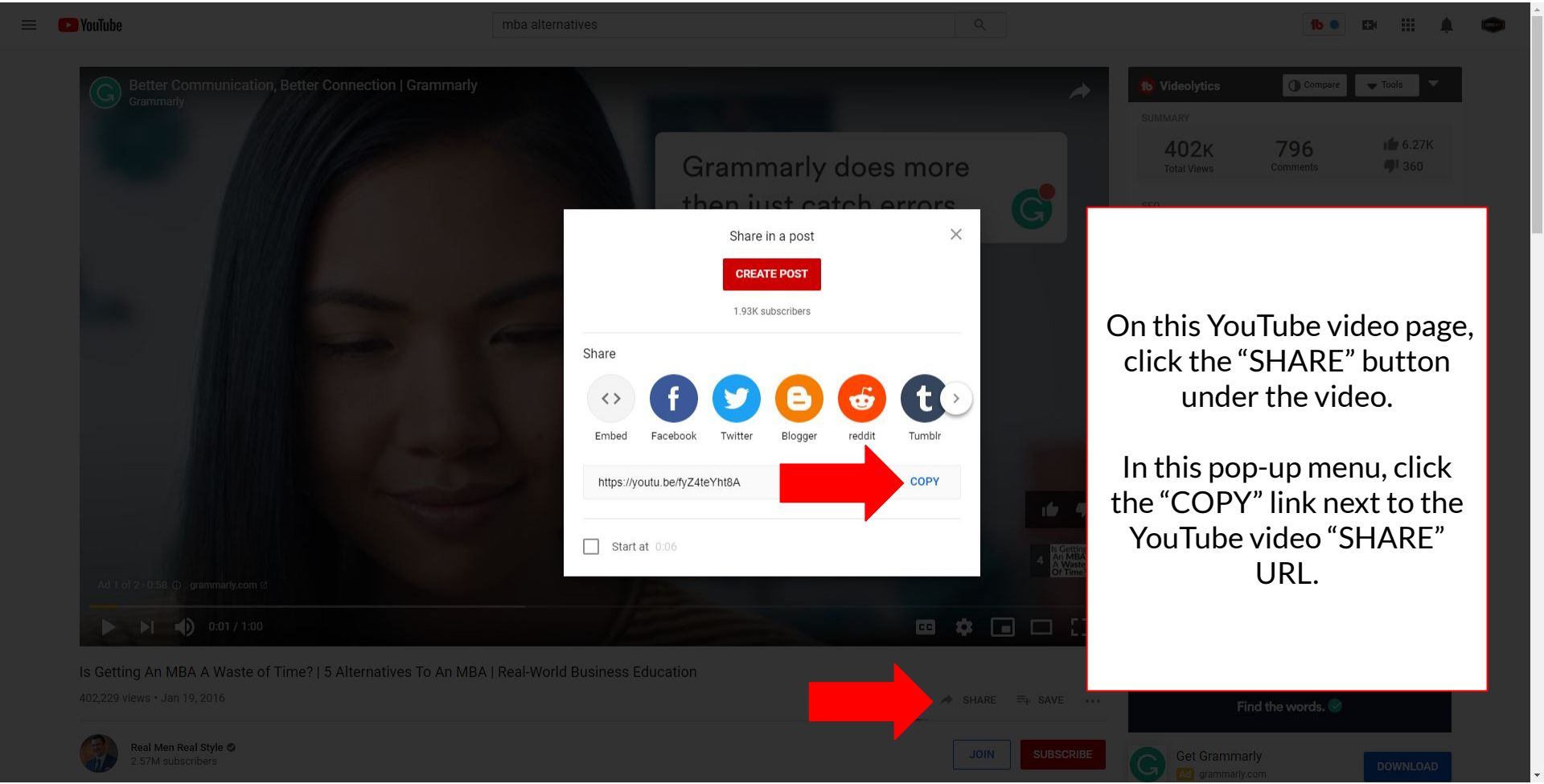
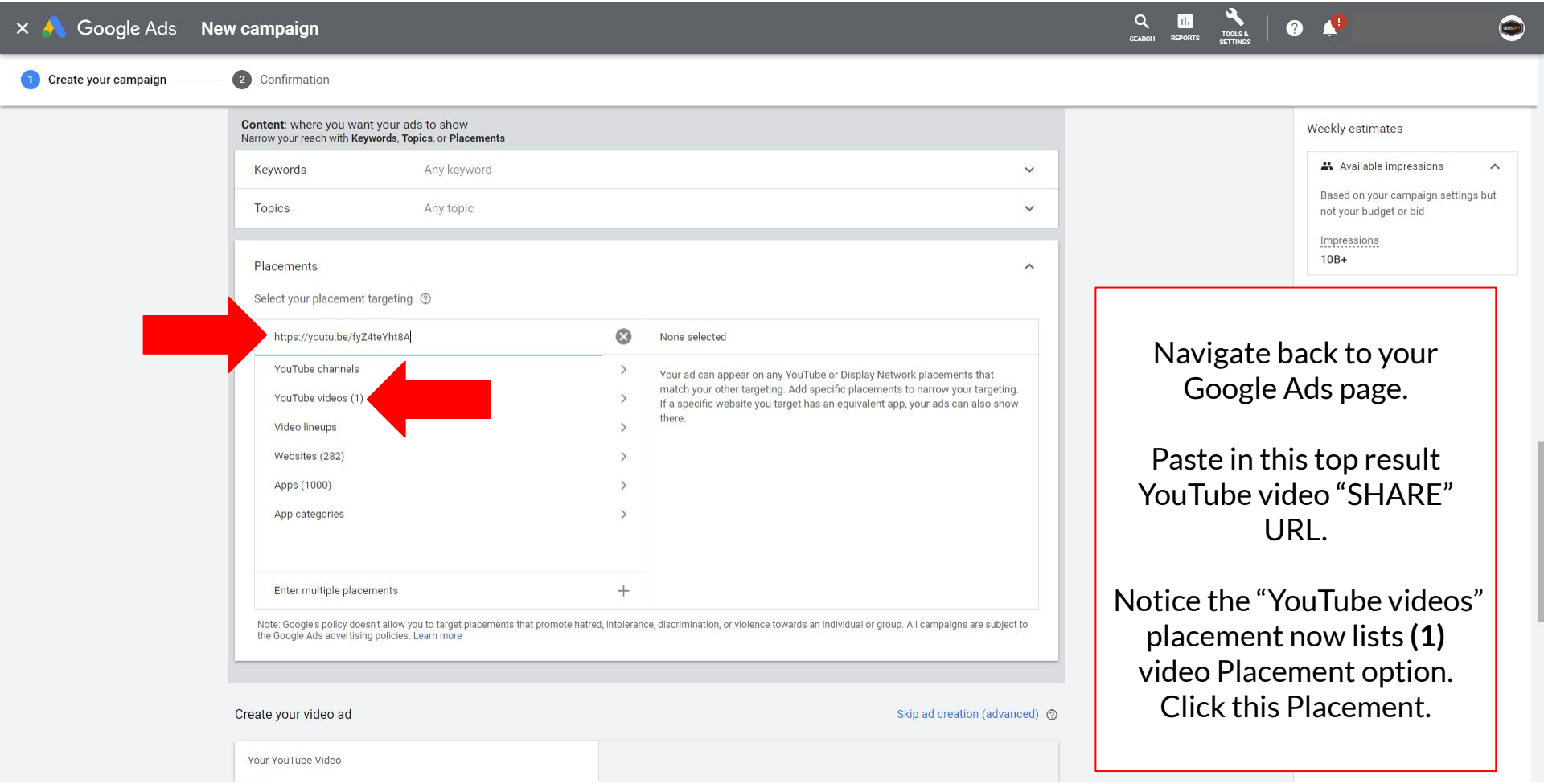
Is the value of an MBA degree worth the money or a waste of time? In this video narrated by Sameer Kamat, Founder of MBA ...
CC
Tags Selected
0
Action
Copy to Clipboard
COPY
Typically the videos with the most views and/or first in the search results!
So we will click this video.



On this YouTube video page, click the “SHARE” button under the video.

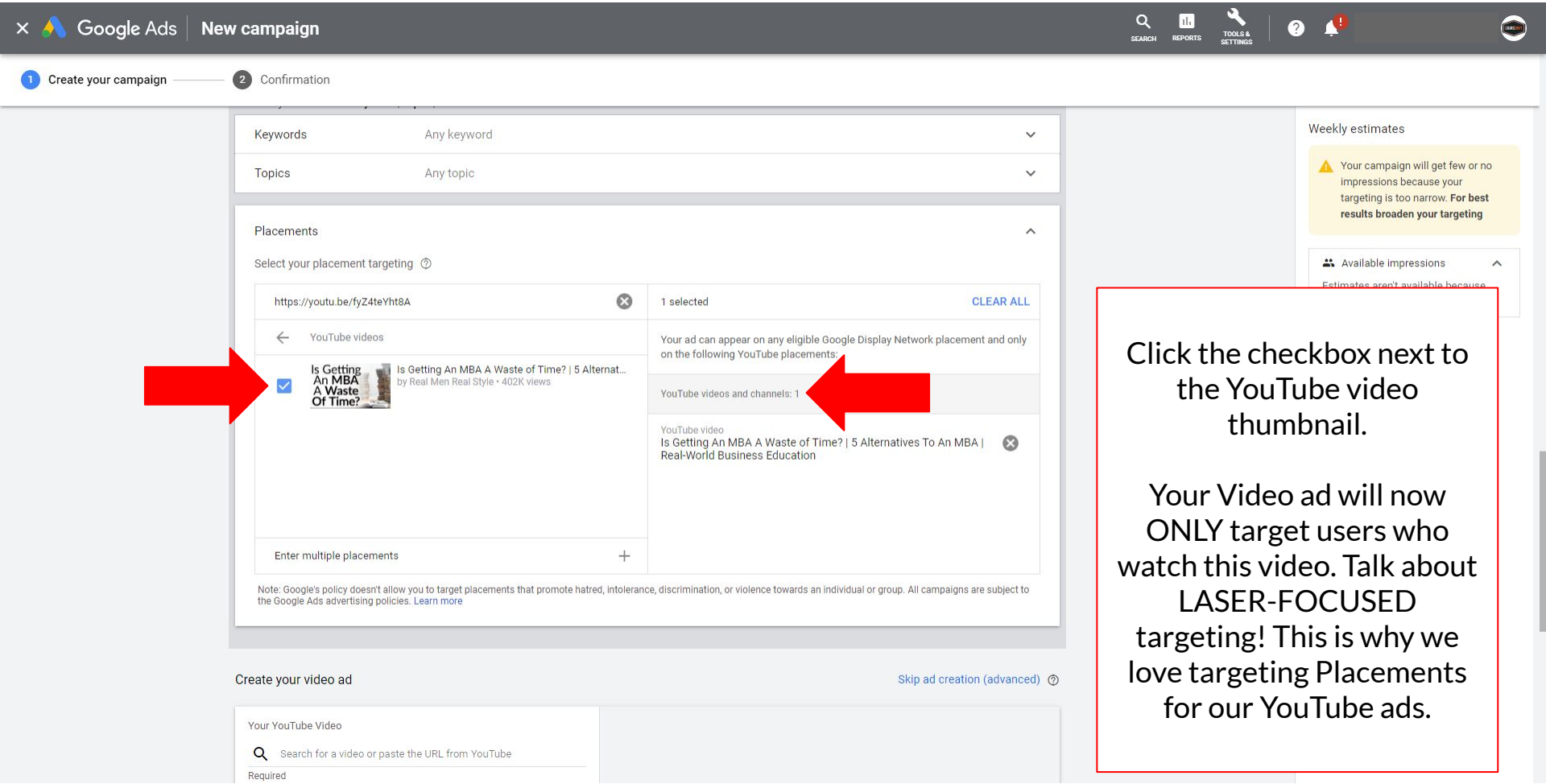
In this pop-up menu, click the “COPY” link next to the YouTube video “SHARE” URL.


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements
Keywords
Any keyword
Topics
Any topic
Placements
Select your placement targeting
https://youtu.be/fyZ4teYht8A
None selected
YouTube channels
YouTube videos (1)
Video lineups
Websites (282)
Apps (1000)
App categories
Your ad can appear on any YouTube or Display Network placements that match your other targeting. Add specific placements to narrow your targeting. If a specific website you target has an equivalent app, your ads can also show there.
Enter multiple placements
Note: Google's policy doesn't allow you to target placements that promote hatred, intolerance, discrimination, or violence towards an individual or group. All campaigns are subject to the Google Ads advertising policies. Learn more
Weekly estimates
Available impressions
Based on your campaign settings but not your budget or bid
Impressions
10B+
Create your video ad
Skip ad creation (advanced)
Your YouTube Video

Navigate back to your Google Ads page.

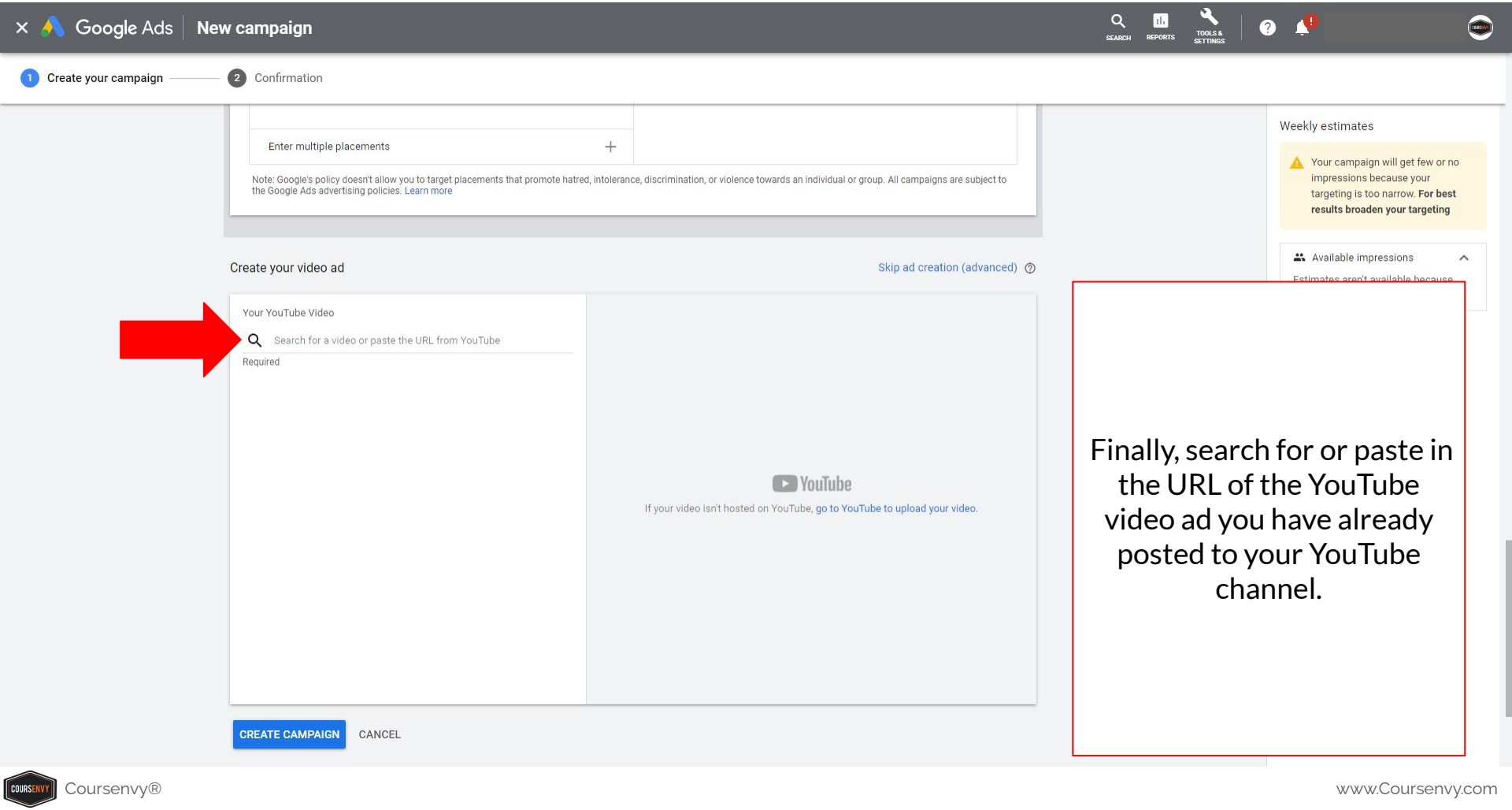
Paste in this top result YouTube video “SHARE” URL.

Notice the “YouTube videos” placement now lists **(1)** video Placement option. Click this Placement.


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
Keywords
Any keyword
Topics
Any topic
Placements
Select your placement targeting
https://youtu.be/fyZ4teYht8A
1 selected
CLEAR ALL
YouTube videos
Is Getting An MBA A Waste Of Time?
Is Getting An MBA A Waste of Time? | 5 Alternat...
by Real Men Real Style • 402K views
Your ad can appear on any eligible Google Display Network placement and only on the following YouTube placements:
YouTube videos and channels: 1
YouTube video
Is Getting An MBA A Waste of Time? | 5 Alternatives To An MBA | Real-World Business Education
Enter multiple placements
Note: Google's policy doesn't allow you to target placements that promote hatred, intolerance, discrimination, or violence towards an individual or group. All campaigns are subject to the Google Ads advertising policies. Learn more
Create your video ad
Skip ad creation (advanced)
Your YouTube Video
Search for a video or paste the URL from YouTube
Required
Weekly estimates
Your campaign will get few or no impressions because your targeting is too narrow. For best results broaden your targeting
Available impressions

Click the checkbox next to the YouTube video thumbnail.

Your Video ad will now ONLY target users who watch this video. Talk about LASER-FOCUSED targeting! This is why we love targeting Placements for our YouTube ads.


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
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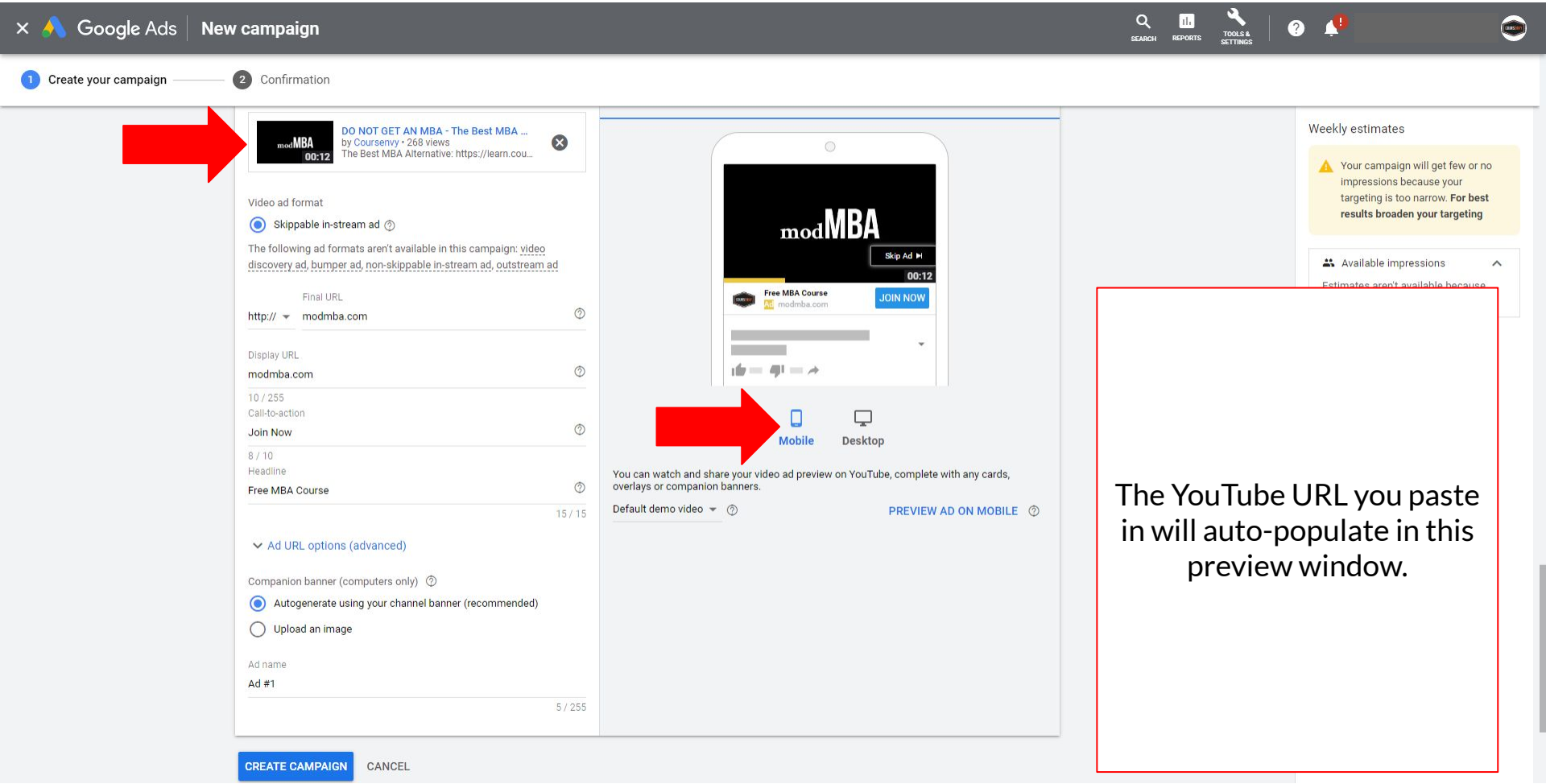
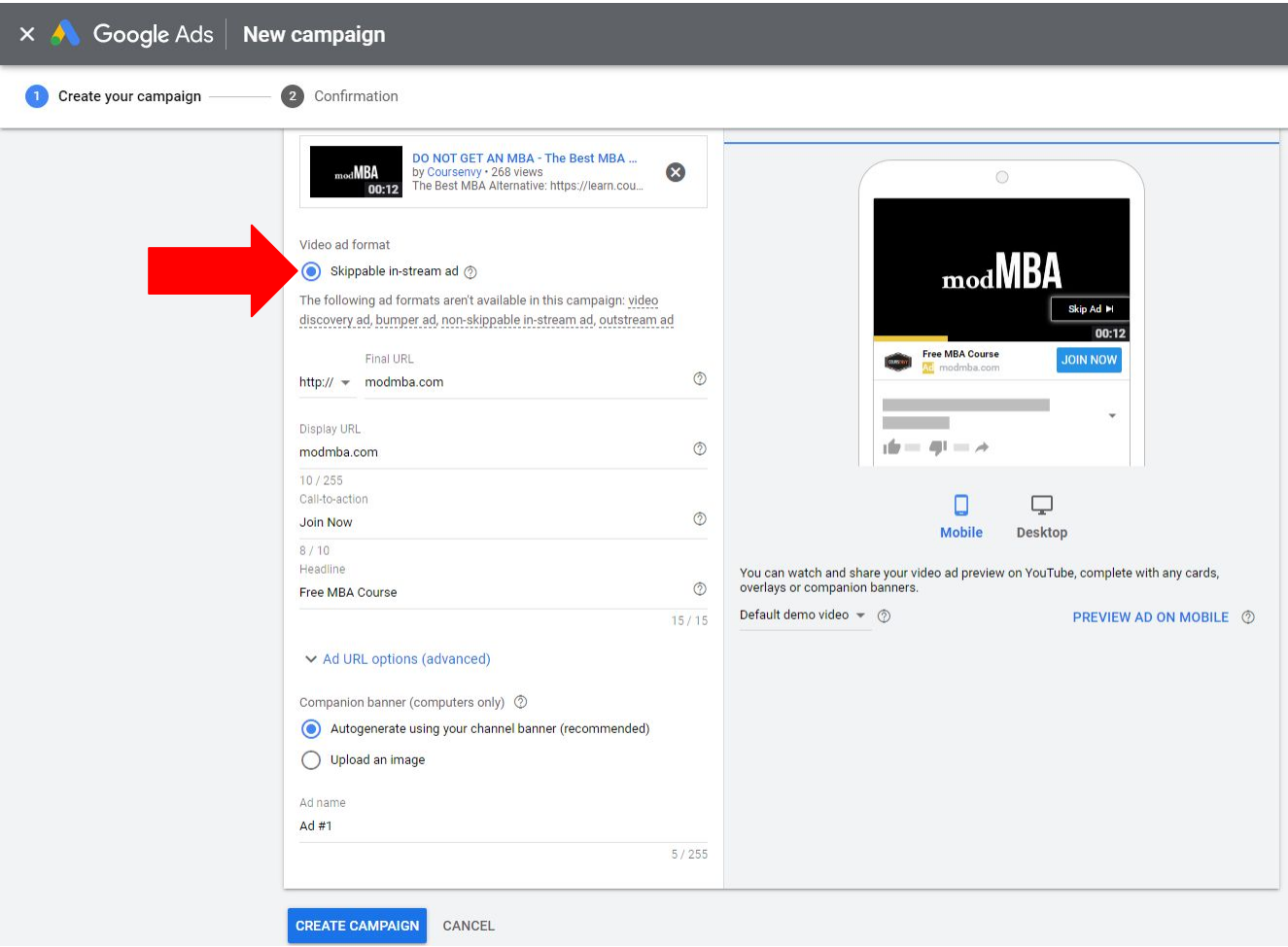
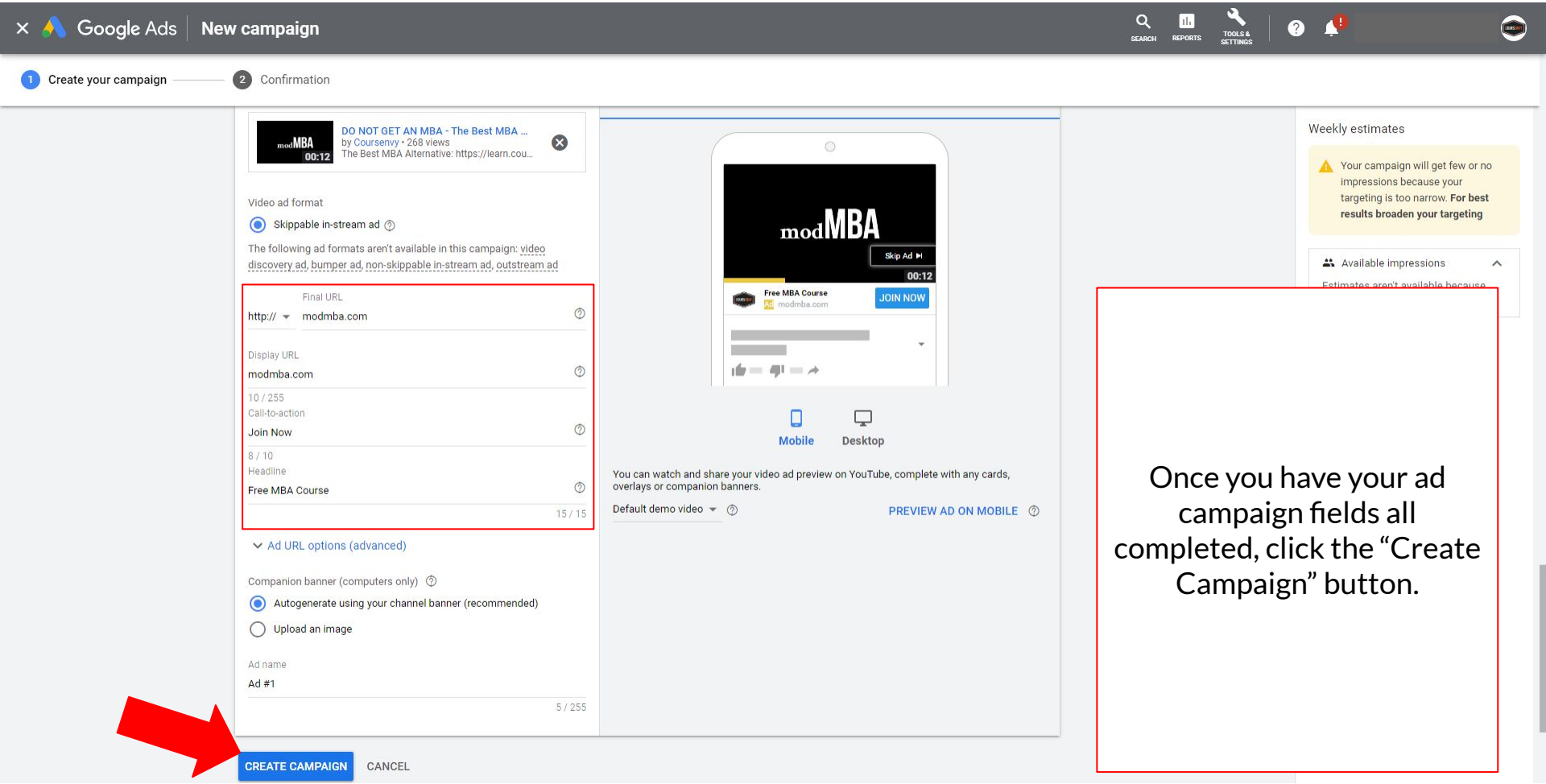
Note: Google's policy doesn't allow you to target placements that promote hatred, intolerance, discrimination, or violence towards an individual or group. All campaigns are subject to the Google Ads advertising policies. Learn more
Weekly estimates
Your campaign will get few or no impressions because your targeting is too narrow. For best results broaden your targeting
Available impressions
Create your video ad
Skip ad creation (advanced)
Your YouTube Video
Search for a video or paste the URL from YouTube
Required
YouTube
If your video isn't hosted on YouTube, go to YouTube to upload your video.
CREATE CAMPAIGN
CANCEL
Finally, search for or paste in the URL of the YouTube video ad you have already posted to your YouTube channel.


Google Ads
New campaign
SEARCH
REPORTS
TOOLS & SETTINGS
1 Create your campaign
2 Confirmation
DO NOT GET AN MBA - The Best MBA ...
by Coursenvy • 268 views
The Best MBA Alternative: https://learn.cou...
00:12
Video ad format
Skippable in-stream ad
The following ad formats aren't available in this campaign: video discovery ad, bumper ad, non-skippable in-stream ad, outstream ad
Final URL
http://
modmba.com
Display URL
modmba.com
10 / 255
Call-to-action
Join Now
8 / 10
Headline
Free MBA Course
15 / 15
Ad URL options (advanced)
Companion banner (computers only)
Autogenerate using your channel banner (recommended)
Upload an image
Ad name
Ad #1
5 / 255
CREATE CAMPAIGN
CANCEL
modMBA
Skip Ad
00:12
Free MBA Course
modmba.com
JOIN NOW
Mobile
Desktop
You can watch and share your video ad preview on YouTube, complete with any cards, overlays or companion banners.
Default demo video
PREVIEW AD ON MOBILE
Weekly estimates
Your campaign will get few or no impressions because your targeting is too narrow. For best results broaden your targeting
Available impressions
The YouTube URL you paste in will auto-populate in this preview window.



This YouTube video ad will appear as a “Skippable in-stream ad” which plays for 5-seconds at the beginning of the Placement video we are targeting. Then the viewer will have the option to SKIP your video ad.

So this means you need to state your VALUE and HOOK your potential customer in the first 5-seconds to keep the YouTube viewers attention for the duration of the video and to prompt them to click the call-to-action button.


Google Ads
New campaign
SEARCH
REPORTS
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1 Create your campaign
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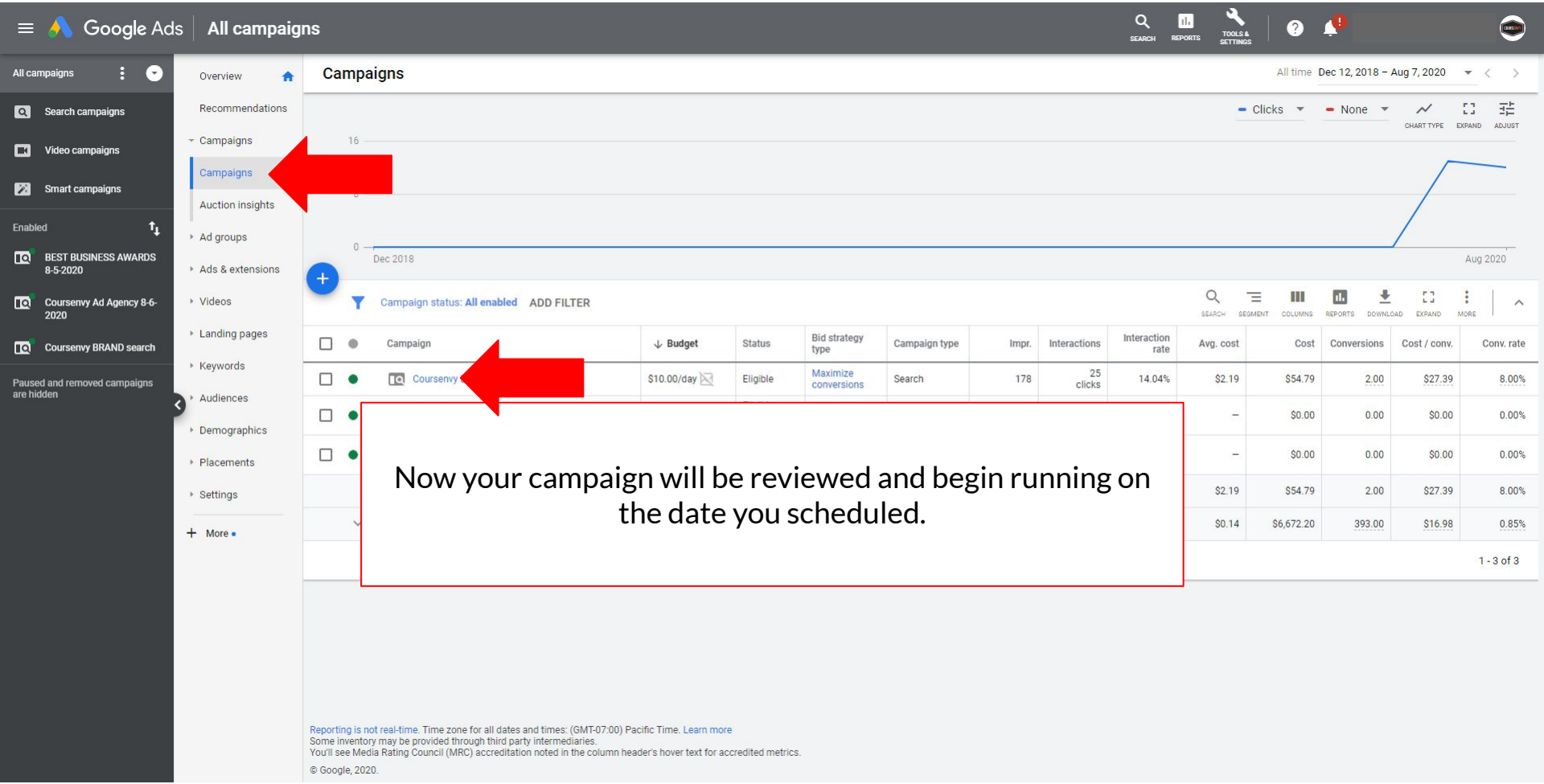
Video ad format
Skippable in-stream ad
The following ad formats aren't available in this campaign: video discovery ad, bumper ad, non-skippable in-stream ad, outstream ad
Final URL
http://
modmba.com
Display URL
modmba.com
10 / 255
Call-to-action
Join Now
8 / 10
Headline
Free MBA Course
15 / 15
Ad URL options (advanced)
Companion banner (computers only)
Autogenerate using your channel banner (recommended)
Upload an image
Ad name
Ad #1
5 / 255
CREATE CAMPAIGN
CANCEL
modMBA
Skip Ad
00:12
Free MBA Course
modmba.com
JOIN NOW
Mobile
Desktop
You can watch and share your video ad preview on YouTube, complete with any cards, overlays or companion banners.
Default demo video
PREVIEW AD ON MOBILE
Weekly estimates
Your campaign will get few or no impressions because your targeting is too narrow. For best results broaden your targeting
Available impressions
Once you have your ad campaign fields all completed, click the “Create Campaign” button.


Google Ads
All campaigns
SEARCH
REPORTS
TOOLS & SETTINGS
All campaigns
Search campaigns
Video campaigns
Smart campaigns
Enabled
BEST BUSINESS AWARDS 8-5-2020
Coursenvy Ad Agency 8-6-2020
Coursenvy BRAND search
Paused and removed campaigns are hidden
Overview
Recommendations
Campaigns
Campaigns
Auction insights
Ad groups
Ads & extensions
Videos
Landing pages
Keywords
Audiences
Demographics
Placements
Settings
More
Campaigns
All time
Dec 12, 2018 – Aug 7, 2020
Clicks
None
CHART TYPE
EXPAND
ADJUST
16
0
Dec 2018
Aug 2020
Campaign status: All enabled
ADD FILTER
SEARCH
SEGMENT
COLUMNS
REPORTS
DOWNLOAD
EXPAND
MORE
Campaign
Budget
Status
Bid strategy type
Campaign type
Impr.
Interactions
Interaction rate
Avg. cost
Cost
Conversions
Cost / conv.
Conv. rate
Coursenvy
$10.00/day
Eligible
Maximize conversions
Search
178
25 clicks
14.04%
$2.19
$54.79
2.00
$27.39
8.00%
–
$0.00
0.00
$0.00
0.00%
–
$0.00
0.00
$0.00
0.00%
$2.19
$54.79
2.00
$27.39
8.00%
$0.14
$6,672.20
393.00
$16.98
0.85%
1 - 3 of 3
Now your campaign will be reviewed and begin running on the date you scheduled.
Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
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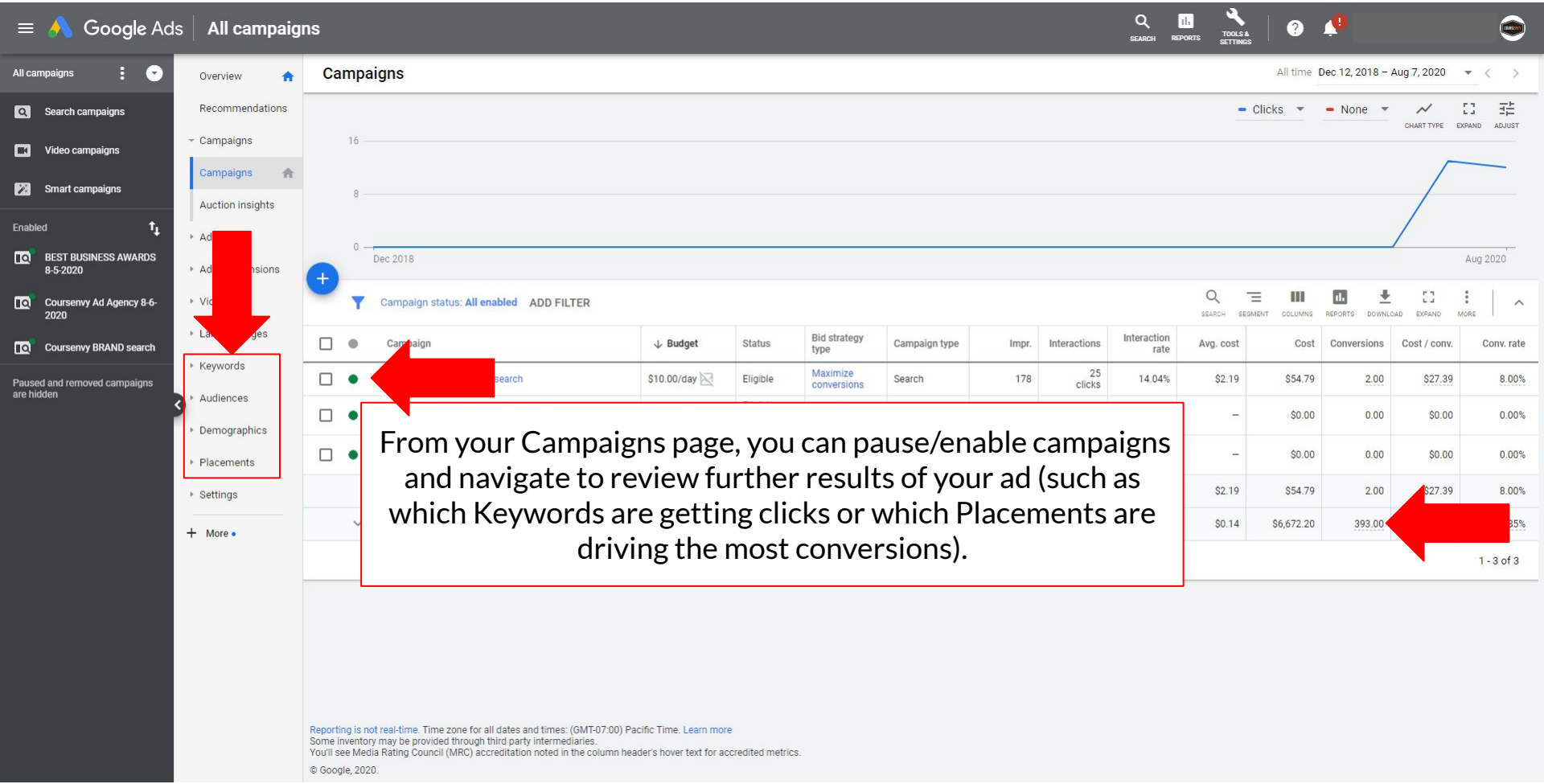
Google Ads | All campaigns
SEARCH
REPORTS
TOOLS & SETTINGS
All campaigns
Search campaigns
Video campaigns
Smart campaigns
Enabled
BEST BUSINESS AWARDS 8-5-2020
Coursenvy Ad Agency 8-6-2020
Coursenvy BRAND search
Paused and removed campaigns are hidden
Overview
Recommendations
Campaigns
Campaigns
Auction insights
Keywords
Audiences
Demographics
Placements
Settings
More
Campaigns
All time Dec 12, 2018 – Aug 7, 2020
Clicks
None
CHART TYPE
EXPAND
ADJUST
16
8
0
Dec 2018
Aug 2020
Campaign status: All enabled
ADD FILTER
SEARCH
SEGMENT
COLUMNS
REPORTS
DOWNLOAD
EXPAND
MORE
Campaign
Budget
Status
Bid strategy type
Campaign type
Impr.
Interactions
Interaction rate
Avg. cost
Cost
Conversions
Cost / conv.
Conv. rate
search
$10.00/day
Eligible
Maximize conversions
Search
178
25 clicks
14.04%
$2.19
$54.79
2.00
$27.39
8.00%
–
$0.00
0.00
$0.00
0.00%
–
$0.00
0.00
$0.00
0.00%
$2.19
$54.79
2.00
$27.39
8.00%
$0.14
$6,672.20
393.00
1 - 3 of 3
From your Campaigns page, you can pause/enable campaigns and navigate to review further results of your ad (such as which Keywords are getting clicks or which Placements are driving the most conversions).
Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more
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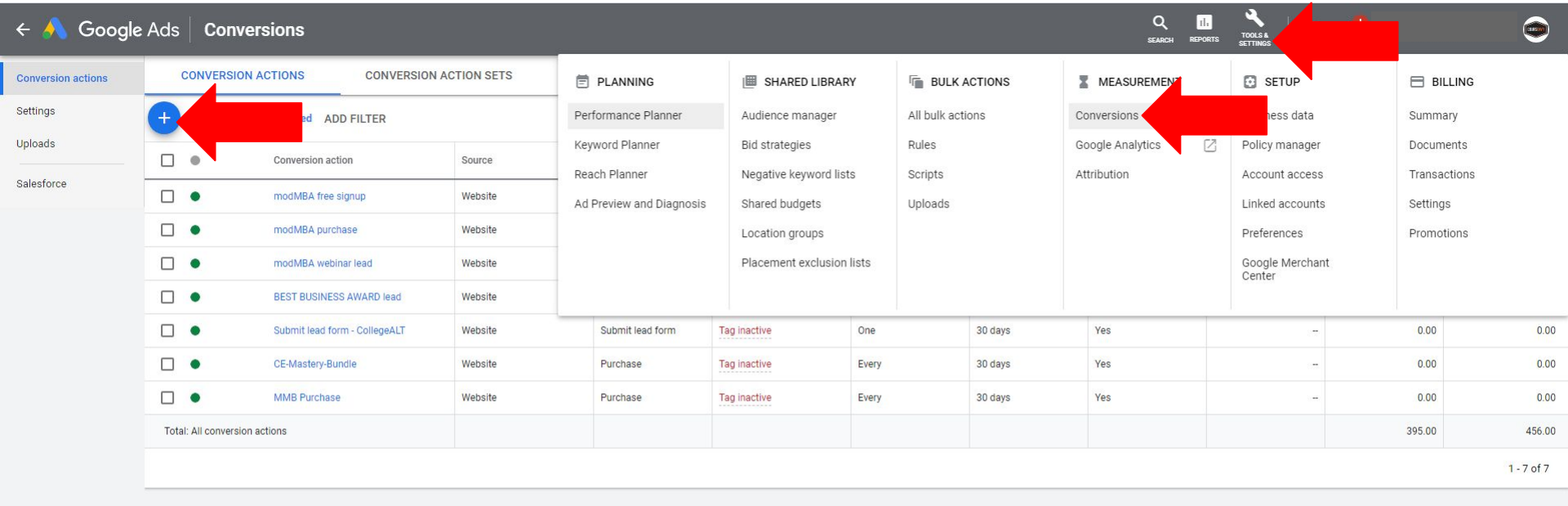
Conversions

- In order to track Conversions that are a result of your Google Ads (e.g. leads, purchases, etc.), you will need to setup each Conversion via the Conversions page.



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